

Program & Buyer's Guide

**MACWORLD
EXPOSITION[®]**
B O S T O N
AUGUST 6-9
1991

MACWORLD Expo is
sponsored by MACWORLD,
the Macintosh Magazine.



QuickSCSI

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The QuickSCSI NuBus card is priced at \$599 suggested retail, \$399* when purchased with a PLI drive. This price does not include the required SCSI-2 Cable. Macintosh & Seagate are trademarks or registered trademarks of their respective companies.

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PLI MWG-8-91

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GENERAL INFORMATION

EXHIBIT HOURS

Tuesday — Thursday, 10:00 am - 6:00 pm

Friday — 10:00 am - 3:00 pm

CONFERENCE HOURS

Tuesday — Thursday, 10:00 am - 6:00 pm

Friday — No conferences scheduled

MACWORLD EXPO ATTENDEE BONUS

Your registration fee includes a six month, \$7.50 paid subscription to Macworld Magazine. (The basic subscription rate is \$30 for twelve issues.) To receive your subscription, simply complete a Macworld Magazine Signature Subscription Card located at the Macworld Magazine booth. (Only one card per paid attendee, please.)



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*This offer good only during MacWorld Expo, August 6-9, 1991.
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Welcome Macintosh Buyers and Sellers!

In a year of big changes in the Macintosh world, perhaps none is more important than the introduction of System 7.0. Will you need new hardware? New software? A new network? Or are there other alternatives to consider?

With the new brace of color Macintoshes and peripherals, high-power graphics, desktop publishing, and multimedia have never been so accessible to so many. A trend that will no doubt lead to increased demand for both hardware and software. At the same time, new and more powerful communications products are helping today's more powerful Macs play a more prominent role on the corporate network.

All these issues lead to one undeniable conclusion: the time has never been better for an industry-wide get-together like MACWORLD Expo. Its the one place where Mac industry buyers and sellers can meet and exchange new information, ideas, and products.

Covering over 300,000 square feet of exhibition space at both the Bayside Expo Center and The World Trade Center, this year's Expo will present over 400 companies occupying over 1200 booths, and featuring thousands of new, updated, and System 7.0-ready products. As well as the newest developments in graphics, multimedia, DTP, and communications.

You'll find a full schedule of highly informative seminars, workshops, and round-table discussions featuring some of the industry's most prominent experts, executives, and power users. Find out first-hand how these leaders plan to make the big switch to 7.0, and how you can make the transition most efficiently and effectively.

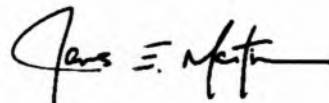
We would also like to take this opportunity to publicly thank the many who have worked hard to make this year's MACWORLD Expo/Boston one of the most interesting and informative yet. And please accept our best wishes for an exciting and personally valuable Expo!

Sincerely,



Michael Hallal
President
Mitch Hall Associates

**MACWORLD
EXPOSITION**



James Martin
President, CEO and Publisher
Macworld Communications, Inc.

MACWORLD



Apple Developer Sessions & Training Courses

Sponsored by Apple Computer, Inc.
CityView Ballroom 1 — World Trade Center

Sessions free to all MACWORLD EXPO attendees. Conference badge not required.

Whether you're a seasoned Macintosh® programmer or an aspiring one, Apple® is offering you an entire room full of developer-related activities during MACWORLD EXPO. Activities include tools sessions, training courses, software tools exhibit, new APDA® information, demos of new self-paced training products, and information on the Apple Events Developer Association.

Drop by Apple Developer Central to meet the people who provide the tools you need to program your best. While you're there, learn the benefits of System 7 and object-oriented programming, see a demo of the most recent versions of MPW® and MacApp®, and find out about new APDA benefits coming your way.

**Apple Developer Central can be found in one convenient location—
CityView Ballroom 1 in the World Trade Center (Upper Level).
Take the escalator from the Expo show floor to the top level and turn left.**

Apple Developer Central

Apple Software Development Tools Exhibit

Tuesday, August 6, 2:00 P.M. - 6:00 P.M.
Wednesday, August 7, 2:30 P.M. - 6:00 P.M.
Thursday, August 8, 2:00 P.M. - 6:00 P.M.

CityView Ballroom 1, World Trade Center

Roll up your shirt sleeves and dig into the nuts and bolts of Macintosh® software. Whether you're working at a beginning, intermediate, or advanced level, the professionals you meet and the products you see can enrich and expedite your development effort. Representatives of leading tool publishers for the Macintosh will demonstrate their compilers and utilities, answer your technical questions, and listen to your feedback. Take advantage of this unique opportunity to meet the people who provide the tools you need to program your best.

Developer University Hands-On Training

Tuesday, August 6, 10:00 A.M. - 6:00 P.M.
Wednesday, August 7, 10:00 A.M. - 6:00 P.M.
Thursday, August 8, 10:00 A.M. - 6:00 P.M.
Friday, August 9, 10:00 A.M. - 6:00 P.M.

CityView Ballroom 1, World Trade Center

Come try the newest offerings from Apple's Developer University—multimedia, self-paced programming courses. These courses take full advantage of Developer University instruction and experience, and provide complete learning environments, up to and including building real applications. Because they are self-paced, individuals can learn on their own time, at their own pace.

Two self-paced courses will be featured—Macintosh Programming Fundamentals and An Introduction to Object-Oriented Programming. Also featured will be a preview of Tools Mentor, a job aid that will help you configure your programming environment.

Apple Programmers and Developers Association

Tuesday, August 6, 10:00 A.M. - 6:00 P.M.
Wednesday, August 7, 10:00 A.M. - 6:00 P.M.
Thursday, August 8, 10:00 A.M. - 6:00 P.M.
Friday, August 9, 10:00 A.M. - 3:00 P.M.

CityView Ballroom 1, World Trade Center

APDA offers convenient access to over 300 development tools and resources for anyone interested in developing applications on Apple platforms. And now, APDA has some BIG new benefits to make it even easier to turn your BIG programming ideas into reality.

To get the full scoop, come by the APDA information station. And just for asking about APDA, we'll give you a free gift.

Apple Events Developer Association

Tuesday, August 6, 2:00 P.M. - 6:00 P.M.
Wednesday, August 7, 2:30 P.M. - 6:00 P.M.
Thursday, August 8, 2:00 P.M. - 4:00 P.M.

CityView Ballroom 1, World Trade Center

The Apple Events Developer Association works with developers to develop event standards. Drop by to see how you can get started with Apple events and participate in event standardization. Bring your ideas for scenarios and events.

Developer Sessions

All sessions will be held in the World Trade Center, CityView Ballroom 1.

THINK C and THINK Pascal: What's New and Hot!

Tuesday, August 6, 1:00 P.M. - 2:00 P.M.

Come to this session and discover why THINK C and THINK Pascal are two of the most popular languages used by Macintosh programmers. You'll also learn all about a new Symantec product—THINK Reference—an online reference containing invaluable Macintosh programming information.

MPW: The State of the Future

Wednesday, August 7, 12:15 P.M. - 1:15 P.M.

Power. This is the primary reason why people use Macintosh Programmer's Workshop. Come to this session to hear about the current state of this powerhouse development environment and learn about Apple's future directions for MPW.

Macintosh Common Lisp in Action

Wednesday, August 7, 1:30 P.M. - 2:30 P.M.

Do you think Lisp is only useful for AI research? It's now also used for custom software development for business, education, scientific, and engineering applications and for rapid prototyping. Come see Apple's Macintosh Common Lisp in action and see how it simplifies the creation of complex interactive applications.

Choosing A Macintosh Programming Tool

Thursday, August 8, 10:30 A.M. - 11:30 A.M.

Pascal or C? Object-oriented or traditional? MPW or THINK? And where does MacApp fit in? Come and get the latest scoop on the superb set of tools available to Macintosh developers.

MacApp 3.0 Update

Friday, August 9, 10:30 A.M. - 11:30 A.M.

Find out more about the new version of Apple's object-oriented application framework for the Macintosh. With MacApp 3.0 functionality, you can build a System 7-savvy application with less effort, and manage the tasks of Balloon Help, Edition Manager (Publish and Subscribe), and Apple events. In addition, MacApp manages the main event loop, standard printing, scrolling, opening and closing documents, window management, and much more.

Developer Training Courses

All courses will be held in the World Trade Center, CityView Ballroom 1, and taught by Apple Developer University staff.

Technical Overview of System 7

Tuesday, August 6, 11:00 A.M. to 12:45 P.M.

Treat yourself to a quick start on Apple's latest release of the Macintosh operating system. System 7 offers new features to users and new challenges to developers. You'll see the new features of System 7, hear how they can affect both current and new applications, and learn how to make your application System 7 compatible.

Becoming "System 7 Savvy"

Wednesday, August 7, 10:30 A.M. - 12:00 P.M.

Does your application take full advantage of System 7? If not, come to this session to see how you can implement several critical System 7 features, including: Apple Events, Edition Manager (Publish and Subscribe), and Balloon Help. A working knowledge of C or Pascal and experience in developing Macintosh applications is required for this session.

Introduction to Object-Oriented Design

Thursday, August 8, 12:00 P.M. - 2:00 P.M.

Learn the benefits of object-oriented programming and discover the tools, techniques and development environments that will ease your mastery of it for the Macintosh. This session will focus on the underlying principles of object-oriented design and how to get started with the most current Macintosh development tools such as MPW's C++, Object Pascal, and MacApp.

Technical Introduction to MacApp

Friday, August 9, 11:45 A.M. - 1:15 P.M.

Introduce yourself to increased productivity by learning about MacApp, Apple's application framework, and the techniques of object-oriented programming. This session will provide a broad overview of MacApp software and demonstrate what it's like to develop a complete application. MacApp can be used by Pascal and C programmers.

Macintosh Programming Fundamentals

Friday, August 9, 1:30 P.M. - 3:00 P.M.

Examine the structure and design of Macintosh applications, and see how the Macintosh operating system manages user and system events. You'll acquire a basic knowledge of the underlying Macintosh ROM routines and Apple's comprehensive technical documentation resources. A valuable session for programmers new to the Macintosh arena.

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MACWORLD EXPO/BOSTON '91: At a Glance

Tuesday, August 6

Slot	Session	Room
10:00-	Bayside Expo Center:	EFG
11:50 1-	Macworld Magazine Presents ...	
1:00-	World Trade Center:	
1:50 3-	Multimedia Conference: Multimedia and the Mac: A State-of-the-Art Report	A
4-	Business/Professional Conference: Connectivity Update	H
5-	You-Asked-for-It Conference: CD-ROM Status Report	C
	Bayside Expo Center:	
7-	Design Conference: Graphic MACnificence!	E
8-	How-to-Get-Started Conference: How to Get Started on Your Mac	F
9-	Advanced User Conference: Hot New Power User Tips	G
2:30-	World Trade Center:	
3:20 11-	Multimedia Conference: Multimedia: What ISN'T Real Yet?	A
12-	Business/Professional Conference: Network Management Tools	H
13-	You-Asked-for-It Conference: Running Apple II Software on the Mac: A Whole New World	C
	Bayside Expo Center:	
15-	Design Conference: Maximizing the Mac in Your Ad Agency/Design Studio	E
16-	How-to-Get-Started Conference: Desktop Publishing	F
17-	Advanced User Conference: Customizing Your Mac	G
4:00-	World Trade Center:	
4:50 19-	Multimedia Conference: Multimedia: Success in Practice	A
20-	Business/Professional Conference: The MS-DOS/Mac Connection	H
21-	You-Asked-for-It Conference: A Quick Look at QuickTime	C
	Bayside Expo Center:	
23-	Design Conference: Color Output and How to Get It	E
24-	How-to-Get-Started Conference: Accounting	F
25-	Advanced User Conference: Desktop Video Show & Tell	G
5:00-	World Trade Center:	
5:50 27-	Multimedia Conference: Multimedia: How to Get Started, What to Buy	A
28-	Business/Professional Conference: Executive Information Systems (EIS) Update	H
29-	You-Asked-for-It Conference: MACWORLD Expo User Group Extravaganza (MUSE)	C
	Bayside Expo Center:	
31-	Design Conference: Overcoming Font Phobia	E
32-	How-to-Get-Started Conference: Networking	F
33-	Advanced User Conference: Desktop Publishing Daredevilry	G

Wednesday, August 7

Slot	Session	Room
10:00-	Bayside Expo Center:	EFG
11:50 41-	How to Survive and Prosper with System 7.0	
1:00-	World Trade Center:	
1:50 43-	Design Conference: Efficient, Effective Pre-Press	A
44-	How-to-Get-Started Conference: Databases	H
45-	Programmer/Developer Forum: Apple Developer Product Update: IAC Issues and Answers	C
46-	Business/Professional Conference: The Mac in the Law Office	HS
	Bayside Expo Center:	
47-	Multimedia Conference: Multimedia: You CAN Do It Yourself!	E
48-	Business/Professional Conference: 7.0 for Corporate Applications	F
49-	Education Conference: A Potpourri of Classroom Applications	G
2:30-	World Trade Center:	
3:20 51-	Design Conference: Inroads in Publication Design	A
52-	How-to-Get-Started Conference: A Friendly Guide to HyperCard	H
53-	Programmer/Developer Forum: Take Your Products to Europe!	C
54-	Business/Professional Conference: The Mac in Health Care	HS
	Bayside Expo Center:	
55-	Multimedia Conference: Multimedia Across Platforms	E
56-	Business/Professional Conference: 7.0 on Your LAN	F
57-	Education Conference: HyperCard in the Classroom	G
4:00-	World Trade Center:	
4:50 59-	Design Conference: Mastering Desktop Color	A
60-	How-to-Get-Started Conference: Word Processing	H
61-	Programmer/Developer Forum: Keeping the Bugs Out	C
	Bayside Expo Center:	
63-	Multimedia Conference: Cost-Justifying Multimedia to Your Management	E
64-	Business/Professional Conference: 7.0 for Technical/Scientific Use	F
65-	Education Conference: Networking on Campus	G
5:00-	World Trade Center:	
5:50 67-	Design Conference: Creating Digital Masterpieces	A
68-	How-to-Get-Started Conference: Desktop Presentations	H
69-	Programmer/Developer Forum: Tool Kit for Fledgling Developers	C
	Bayside Expo Center:	
71-	Multimedia Conference: AI Meets Multimedia	E
72-	You-Asked-for-it Conference: Getting Started with 7.0	F
73-	Education Conference: Interfacing Mac and Apple II: Opportunities and Pitfalls	G

Thursday, August 8

Slot	Session	Room
10:00-	Bayside Expo Center:	EFG
11:50 81-	Mac Movers, Shakers, and Dream-Sellers	
1:00-	World Trade Center:	
1:50 83-	Future Technologies Conference: Future Technologies That Impact the Mac Platform	A
84-	Advanced User Conference: Advanced HyperCard & Scripting	H
85-	Education Conference: Enhancing Education with At-Home Software	C
	Bayside Expo Center:	
87-	You-Asked-for-It Conference: Almost-Free, Almost-Instant Global Mail and News	E
88-	Programmer/Developer Forum: The Best of Mac Hack!	F
89-	Entertainment Conference: The Mac Goes Hollywood	G
2:30-	World Trade Center:	
3:20 91-	Future Technologies Conference: Virtual Reality: Interface of the Future	A
92-	You-Asked-for-it Conference: Time- and Life-Saving Tips for the Small Office	H
93-	Education Conference: Supporting the Computing Needs of Students	C
	Bayside Expo Center:	
95-	You-Asked-for-It Conference: Real Estate Applications	E
96-	Programmer/Developer Forum: The In's and Out's of INTTs	F
97-	Entertainment Conference: Desktop Video Hardware/Software Roundup	G
4:00-	World Trade Center:	
4:50 99-	Future Technologies Conference: The Outlook for Portables	A
100-	Advanced User Conference: New Horizons in Desktop Presentations	H
101-	Education Conference: "Latest Hits" from the Mac School System	C
	Bayside Expo Center:	
103-	Advanced User Conference: Automating Your Desktop	E
104-	Programmer/Developer Forum: MacTutor Live!	F
105-	Entertainment Conference: Animation Wizardry	G
5:00-	World Trade Center:	
5:50 107-	Future Technologies Conference: Future of High-End Display Systems	A
108-	Advanced User Conference: Resolving System Conflicts	H
109-	Education Conference: Multimedia in Education	C
	Bayside Expo Center:	
111-	You-Asked-for-It Conference: Stupid Mac Tricks	E
112-	Programmer/Developer Forum: Meet the Programmers!	F
113-	Entertainment Conference: Creating/Using Desktop Music	G

A = Auditorium

C = Commercial

H = Harborview

As the Macintosh has become more sophisticated, so have the needs of its users — and so have your requests for conference sessions to cover every imaginable Mac topic. So we did the only thing possible: we multiplied your options by expanding MACWORLD Expo from one conference with several tracks to **TEN UNIQUE CONFERENCE PROGRAMS** for the price of one!

Each of the three full days of conference sessions (we're giving you a rest on Friday so you can see the exhibits!) will get off to a rousing start with Keynote Sessions featuring the greatest, the latest, and the most dazzling:

TUESDAY

Tuesday opens the show with Macworld Magazine Presents ... some of the most authoritative and informed opinions, insights, and predictions on the hottest technologies in the Macintosh market, plus some surprises ...

WEDNESDAY

Wednesday features How to Survive and Prosper with 7.0, a long-awaited demonstration of the features and fine points of Apple's newest operating system, along with a real-world report of the opportunities and obstacles 7.0 is creating.

THURSDAY

Thursday tops off with a can't-miss appearance of Mac Movers, Shakers, and Dream-Sellers: a trip down Macintosh Memory Lane combined with mind-boggling demonstrations of the Mac's powers — made all-the-more colorful by the sometimes irreverent (but always entertaining!) Guy Kawasaki.

Here's an overview of what you can expect:

THE DESIGN CONFERENCE at MACWORLD Expo.

A look at the latest developments (plus solutions galore!) for graphic artists, architects, designers, advertising agencies, and more, to maximize the usefulness of the Macintosh in design and conquer new worlds in color. *[Tuesday 1:00-5:50 Bayside; Wednesday 1:00-5:50 World Trade Center]*

- GRAPHIC MACNIFICENCE! *[Slot 7]*
- MAXIMIZING THE MAC IN YOUR AD AGENCY/DESIGN STUDIO *[Slot 15]*
- COLOR OUTPUT AND HOW TO GET IT *[Slot 23]*
- OVERCOMING FONT PHOBIA *[Slot 31]*
- EFFICIENT, EFFECTIVE PRE-PRESS *[Slot 43]*
- INROADS IN PUBLICATION DESIGN *[Slot 51]*
- MASTERING PROFESSIONAL COLOR ON THE MAC *[Slot 59]*
- CREATING DIGITAL MASTERPIECES *[Slot 67]*

THE MULTIMEDIA CONFERENCE at MACWORLD Expo.

Sessions to demonstrate the latest dazzling developments with the fabulously exciting integration of video, sound, and animation by the Macintosh — and how multimedia is being used in an ever-increasing array of applications. *[Tuesday 1:00-5:50 World Trade Center; Wednesday 1:00-5:50 Bayside]*

- MULTIMEDIA AND THE MAC: A STATE-OF-THE-ART REPORT *[Slot 3]*
- MULTIMEDIA: WHAT ISN'T REAL YET? *[Slot 11]*
- MULTIMEDIA SUCCESS IN PRACTICE *[Slot 19]*
- MULTIMEDIA: HOW TO GET STARTED, WHAT TO BUY *[Slot 27]*
- MULTIMEDIA: YOU CAN DO IT YOURSELF! *[Slot 47]*
- MULTIMEDIA ACROSS PLATFORMS *[Slot 55]*
- COST-JUSTIFYING MULTIMEDIA TO YOUR MANAGEMENT *[Slot 63]*
- ARTIFICIAL INTELLIGENCE MEETS MULTIMEDIA *[Slot 71]*

THE FUTURE TECHNOLOGIES CONFERENCE at MACWORLD Expo.

Cutting-edge innovations that are destined to make the Macintosh even more powerful and versatile, including those in the not-too-distant future. *[Thursday 1:00-5:50 World Trade Center]*

- FUTURE TECHNOLOGIES THAT IMPACT THE MAC PLATFORM *[Slot 83]*
- VIRTUAL REALITY: INTERFACE OF THE FUTURE *[Slot 91]*
- THE OUTLOOK FOR PORTABLES *[Slot 99]*
- THE FUTURE OF HIGH-END DISPLAY SYSTEMS *[Slot 107]*

THE PROGRAMMER/DEVELOPER FORUM at MACWORLD Expo.

THE place for veteran and novice Mac techies to gather, brainstorm, learn about innovative advances and techniques, see what the world-famous gurus are up to, and more ... *[Wednesday 1:00-5:50 World Trade Center; Thursday 1:00-5:50 Bayside]*

- APPLE DEVELOPER PRODUCT UPDATE: IAC ISSUES AND ANSWERS *[Slot 45]*
- TAKE YOUR PRODUCTS TO EUROPE! *[Slot 53]*
- KEEPING THE BUGS OUT *[Slot 61]*
- A TOOL KIT FOR FLEDGLING DEVELOPERS *[Slot 69]*
- THE BEST OF MAC HACK *[Slot 88]*
- THE IN'S AND OUT'S OF INITs *[Slot 95]*
- MACTUTOR LIVE! *[Slot 104]*
- MEET THE PROGRAMMERS! *[Slot 112]*

THE ENTERTAINMENT CONFERENCE at MACWORLD Expo.

One of the most exciting new application areas for the Mac, featuring sessions that examine trends, discuss how-to's, and demonstrate the handiwork of some of the brightest thinkers in all of Macintosh-Land. *[Thursday 1:00-5:50 Bayside]*

- THE MAC GOES HOLLYWOOD *[Slot 89]*
- DESKTOP VIDEO HARDWARE/SOFTWARE ROUNDUP *[Slot 96]*
- ANIMATION WIZARDRY *[Slot 105]*
- CREATING AND USING DESKTOP MUSIC *[Slot 113]*

THE BUSINESS/PROFESSIONAL CONFERENCE at MACWORLD Expo.

Solid advice and case studies to help solve the problems of users in large organizations and the legal and health care professions — as well as discussions of the probable impact of developing trends and technologies in the Mac marketplace. *[Tuesday 1:00-5:50 World Trade Center]*

- CONNECTIVITY UPDATE [Slot 4]
- NETWORK MANAGEMENT TOOLS [Slot 12]
- THE MS-DOS/MAC CONNECTION [Slot 20]
- EXECUTIVE INFORMATION SYSTEMS (EIS) UPDATE [Slot 28]
- THE MAC IN THE LAW OFFICE [Slot 46]
- USING 7.0 TO ENABLE CORPORATE APPLICATIONS [Slot 48]
- THE MAC IN HEALTH CARE [Slot 54]
- IMPACT OF 7.0 ON TECHNICAL/SCIENTIFIC USE [Slot 64]

EDUCATION CONFERENCE at MACWORLD Expo.

An exceptional opportunity for teachers and administrators from kindergarten through graduate school to learn how their colleagues across the country are using the Mac to great advantage.
[Wednesday 1:00-5:50 Bayside;
Thursday 1:00-5:50 World Trade Center]

- A POTPOURRI OF CLASSROOM APPLICATIONS [Slot 49]
- HYPERCARD IN THE CLASSROOM [Slot 57]
- NETWORKING ON CAMPUS [Slot 65]
- INTERFACING THE MAC AND APPLE II: OPPORTUNITIES AND PITFALLS [Slot 73]
- ENHANCING EDUCATION WITH AT-HOME SOFTWARE [Slot 85]
- SUPPORTING THE COMPUTING NEEDS OF STUDENTS [Slot 93]
- "LATEST HITS" FROM THE MACINTOSH SCHOOL SYSTEM [Slot 101]
- MULTIMEDIA IN EDUCATION [Slot 109]

THE ADVANCED USER CONFERENCE at MACWORLD Expo.

Experienced users from all walks of life — corporate, education, government, arts/sciences, small business, you-name-it — will benefit from these advanced user workshops, where experts share their expertise to reveal hot new ideas and insider's tricks.
[Tuesday 1:00-5:50 Bayside; Thursday 1:00-5:50 World Trade Center and Bayside]

- HOT NEW POWER USER TIPS [Slot 9]
- CUSTOMIZING YOUR MAC [Slot 17]
- DESKTOP VIDEO SHOW-AND-TELL [Slot 25]

- DESKTOP PUBLISHING DAREDEVILTRY [Slot 33]
- ADVANCED HYPERCARD AND SCRIPTING [Slot 84]
- NEW HORIZONS IN DESKTOP PRESENTATIONS [Slot 100]
- AUTOMATING YOUR DESKTOP [Slot 103]
- RESOLVING SYSTEM CONFLICTS [Slot 108]

THE HOW-TO-GET-STARTED CONFERENCE at MACWORLD Expo.

A complete set of guidelines for those who are brand-new to the world of the Macintosh, or for experienced users who need a quick, concentrated lesson on the most popular Mac applications. Especially useful to new Mac Classic and LC owners! [Tuesday 1:00-5:50 Bayside; Wednesday 1:00-5:50 World Trade Center]

- HOW TO GET STARTED ON YOUR MAC [Slot 8]
- HOW TO GET STARTED WITH DESKTOP PUBLISHING [Slot 16]
- HOW TO GET STARTED WITH ACCOUNTING [Slot 24]
- HOW TO GET STARTED WITH NETWORKING [Slot 32]
- HOW TO GET STARTED WITH DATABASES [Slot 44]
- A FRIENDLY GUIDE TO HYPERCARD [Slot 52]
- HOW TO GET STARTED WITH WORD PROCESSING [Slot 60]
- HOW TO GET STARTED WITH DESKTOP PRESENTATIONS [Slot 68]

THE YOU-ASKED-FOR-IT CONFERENCE at MACWORLD Expo.

Sessions that reflect your special requests, newest market developments, and the lighter side of having a Mac. Included here will be the perennial MACWORLD Expo User Group Extravaganza (MUSE), the indisputably reliable source for users to share information, compare tips and strategies, discuss their concerns and problems, and get hard-hitting answers to questions.

- CD-ROM STATUS REPORT [Slot 5]
- RUNNING APPLE II SOFTWARE ON THE MAC: A WHOLE NEW WORLD [Slot 13]
- A QUICK LOOK AT QUICKTIME [Slot 21]

- MACWORLD EXPO USER GROUP EXTRAVAGANZA (MUSE) [Slot 29]
- UPGRADING TO 7.0: WHERE TO START, WHAT TO EXPECT [Slot 72]
- ALMOST-FREE, ALMOST-INstant GLOBAL MAIL AND NEWS [Slot 87]
- TIME-AND-LIFE-SAVING TIPS FOR THE SMALL OFFICE [Slot 92]
- REAL ESTATE APPLICATIONS ON THE MAC [Slot 94]
- STUPID MAC TRICKS [Slot 111]

USER GROUP WELCOMING/UNWINDING/ MEETING PLACE (UGWUMP)

As a special service to the 1300+ Macintosh user groups nationwide, MACWORLD Expo is providing a unique opportunity for "people-networking." On Tuesday August 6 through Friday August 9, Meeting Room B at the Bayside Exposition Center will be set up as the UGWUMP (User Group Welcoming/Un-winding/Meeting Place), so that you can:

- meet other members of user groups from near and far;
- exchange newsletters and literature with other groups;
- share ideas and success stories;
- hear about innovative programs which other user groups have started in their regions;
- discover the exciting network that is growing rapidly among user groups in the U.S. and Canada;
- earn how to start a group in your area;
- and more!

The UGWUMP will be open:

Tuesday, Wednesday, and Thursday:
10:00 a.m. - 6:00 p.m.

Friday: 10:00 a.m. - 2:00 p.m.

(The UGWUMP is a complimentary service provided to all MACWORLD Expo attendees; it is not restricted to those who have purchased a conference ticket.)

TUESDAY

TUESDAY, AUGUST 6

10:00-11:50

SLOT 1, ROOM EFG

BEC

Opening Keynote:

Macworld Magazine Presents . . .

A rousing session featuring demonstrations and discussions of the latest and greatest Macintosh hardware and software. In Part 1 (10:00-10:50), *Macworld* Magazine Editor-in-Chief Jerry Borrell invites you to attend his "one-man show with a potential for disaster" as he reviews video, sound, graphics, communications, and multimedia, focusing on the question, What's real and what's not?

In Part 2 (11:00-11:50), the editorial pages of *Macworld* become three-dimensional: you the reader become an interactive participant, being afforded a unique opportunity to listen and learn while *Macworld* conducts incisive interviews with industry leaders representing the magazine's up-to-the-minute choices of the very leading edge of technological developments for the Macintosh. Then it will be your turn to pose questions both to Mr. Borrell and to the panelists he has invited — sort of an in-person, immediate-gratification "Letters to the Editor Column."

Macworld Communications President James E. Martin will set the stage for this technologically-stupefying keynote, providing a backdrop that will both increase your enjoyment and enhance your understanding of the three-day knowledge-fest to follow . . .

TUESDAY, AUGUST 6

1:00-1:50

SLOT 3, AUDITORIUM

WTC

Multimedia Conference:

**Multimedia and the Mac:
A State-of-the-Art Report**

Apple and its third-party developers keep upping the ante for the Mac as a

multimedia creation platform. Whether it's hardware or software, real-world audio and video, or computer-aided sounds and animation, the Mac community is still innovating at a furious pace. This panel will feature vendors highlighting some of the newest technologies and products. Specifically, it will feature the latest and hottest developments in video compression and digital manipulation hardware, video editing software/hardware, and modeling/rendering/animation software.

Dr. William L. Cogshall, President, New Media Research, 330 Distel Circle, Suite 150, Los Altos, CA 94022 (Moderator);

Fred Angelopoulos, Vice President, Sales & Marketing, Paracomp, 1725 Montgomery St., 2nd Floor, San Francisco, CA 94117;

George Sheng, President & CEO, Intelligent Resources, 1626 Colonial Pkwy., Inverness, IL 60067;

Alan Woodman, Manager, Professional Systems Engineering, Professional Systems Division, NEC Technologies, 1255 Michael Dr., Wood Dale, IL 60191.

TUESDAY, AUGUST 6

1:00-1:50

SLOT 4, HARBORVIEW

WTC

Business/Professional Conference:

Connectivity Update

A year's review of developments in Macintosh connectivity and an insider's look at the future — the hottest products, the ultra-coolest technologies, and what they can mean for you.

Kurt VanderSluis, President, The Network Group, 128 North 82nd, Seattle, WA 98103 (Moderator);

Christopher Allen, President, Consensus Corporation, P.O. Box 2836, Union City, CA 94587;

Chip Carman, Senior Associate Editor/Lab Manager, *Macworld*, 501 Second St., San Francisco, CA 94107;

David R. Kosiur, Editor and Publisher, *The Connections Journal*, P.O. Box 5894, Fullerton, CA 92635.

TUESDAY, AUGUST 6

1:00-1:50

SLOT 5, COMMERCIAL

WTC

You-Asked-for-It Conference:

CD-ROM Status Report

From some of the people on the leading edge of the CD world: What is the status of CD-ROM on the Macintosh? What will happen to the prices, navigation tools, and information available on the Mac? Why do you need to have a CD player before 1993, and what good things are shipping NOW for CD-ROM players? Can you really do your own CD? And more . . .

Liza Weiman, Associate Editor/Features, *Macworld*, 501 Second St., San Francisco, CA 94107 (Moderator);

Brock LaPorte, The Voyager Company, 1351 Pacific Coast Hwy., Santa Monica, CA 90401;

Bill Liu, President, CD Technology, Inc., 766 Sun Aleso Ave., Sunnyvale, CA 94086;

Larry Shiller, CEO, The Bureau of Electronic Publishing, 141 New Rd., Parsippany, NJ 07054.

TUESDAY, AUGUST 6

1:00-1:50

SLOT 7, ROOM E

BEC

Design Conference:

Graphic MACnificence!

A dazzling gallery of glorious graphics created with the Mac, in a session so jam-packed with clever demonstrations of various forms of artistry that you'll think you're somewhere between Disneyland and the Museum of Modern Art!

Denise Caruso, Editor, *Digital Media*, 37 Prosper St., San Francisco, CA 94114 (Moderator);

Scott Baldwin, Freelance Illustrator, 125 Red Schoolhouse Rd., Chestnut Ridge, NY 10977;

Rodney Greenblat, President, New Art Products, 61 Crosby St., New York, NY 10012;

Bad Peter Mitchell, Big Animated Digital Productions;

Mike Saenz, President and CEO, Reactor, 3110 North Sheffield Ave., Chicago, IL 60657;

AT MACWORLD ONE OF THESE SECRETS WILL BECOME PUBLIC KNOWLEDGE.

- ☐ The colonel's secret recipe.
- ☐ The formula for Coca-Cola.
- ☐ A breakthrough in 3D graphics.
- ☐ Elvis' current whereabouts.



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Joe Sparks, President, Artificial Works,
181 Downey, San Francisco, CA 94117.

TUESDAY, AUGUST 6

1:00-1:50

SLOT 8, ROOM F

BEC

How-To-Get-Started Conference:

How to Get Started on Your Mac

A basic class for beginners and those who never really took the time to read the Macintosh manual. The instructor starts with the Mac as it comes out of the box, and teaches you how to operate the mouse, the keyboard, and the printer. In this session you'll learn how to set up folders, files, and filing systems, and how to organize your desktop. You'll also learn the basics of system management, copying programs, and computer care. A MUST for all beginning to intermediate users!

Clair Crookston, Executive Vice President, MacAcademy, 477 South Nova Rd., Ormond Beach, FL 32174.

TUESDAY, AUGUST 6

1:00-1:50

SLOT 9, ROOM G

BEC

Advanced User Conference:

Hot New Power User Tips

This exciting, fast-paced session is one of MACWORLD Expo's most popular! From the Finder to PageMaker, from backing up to resource editing — if there's a tip that will help you do more work in less time, you'll learn it here. If you want to really become a power user, don't miss this information-packed session!

Bob ("Dr. Macintosh") LeVitus, Author/Consultant, 8903 Scottish Pastures Dr., Austin TX 78750 (Moderator);

Steven Bobker, Contributing Editor, *MacUser*, 950 Tower Ln., Foster City, CA 94404;

C.J. Weigand, Editor and Publisher, *The Weigand Report*, P.O. Box 647, Gales Ferry, CT 06335;

Robert R. Wiggins, Author/Consultant, University of Texas, Department of Management, Austin, TX 78712.

TUESDAY, AUGUST 6

2:30-3:20

SLOT 11, AUDITORIUM

WTC

Multimedia Conference:

Multimedia: What ISN'T Real Yet? What CAN'T You Do?

We want you to have a solid understanding of what you can actually accomplish with multimedia right now, without any false hopes of vaporware or hype about exceptional ease of use. To do so, this session will garner inputs from some renowned Multimedia Nay-Sayers balanced against some of Multimedia's Greatest Advocates; you'll see that the current reality is somewhere right smack in the middle, and come away with a proper perspective of the value of this highly-buzzworded technology.

Doug Houseman, Director, Microcomputer Applications, Domino's Pizza Distribution, 30 Frank Lloyd Wright Dr., Ann Arbor, MI 48106 (Moderator);

Burt Arnowitz, President and Chief Interface Designer, Arnowitz Productions, 488 Green Glen Way, Mill Valley, CA 94941;

Vinny Carrella, Paracomp, 1725 Montgomery St., 2nd Floor, San Francisco, CA 94117;

Andy Gore, Executive Editor, *Industry, MacWEEK*, 301 Howard St., San Francisco, CA 94105.

TUESDAY, AUGUST 6

2:30-3:20

SLOT 12, HARBORVIEW

WTC

Business/Professional Conference:

Network Management Tools

Where is network management today and where is it going? Hear these industry leaders tell how their companies are marketing and developing products to meet the needs of the network manager. Are they developing the right tools for the right needs? You'll have a chance to give them your feedback about what you need to manage your network.

Kurt VanderSluis, President, The Network Group, 128 North 82nd, Seattle, WA 98103 (Moderator);

Robert P. Beech, President, Pharos Technologies, Inc., 4243 Hunt Rd., Cincinnati, OH 45242;

Dirk Johnston, Vice President, Technology Works, Inc., 4030 Braker Ln. W., Suite 350, Austin, TX 78759;

Reese Jones, President, Farallon Computing, Inc., 2000 Powell St., Suite 600, Emeryville, CA 94608;

Mahboud Zabetian, Vice President, R&D, The AG Group, 1540 Camino Diablo, Suite 202, Walnut Creek, CA 94596.

TUESDAY, AUGUST 6

2:30-3:20

SLOT 13, COMMERCIAL

WTC

You-Asked-for-It Conference:

Running Apple II Software on the Mac: A Whole New World

Now here's a golden opportunity if there ever was one — both for any Macintosh user who has ever ogled the many intriguing software packages available only on the Apple II, as well as for Apple II users who are adding a Macintosh to their configuration. This session will provide you with solid guidelines on Apple II/Mac file transfer and conversion, show you just what's feasible now, and what's still on the drawing board. Peaceful coexistence, here we come!

Dan Muse, Editor-in-Chief, *inCider/A+*, 80 Elm St., Peterborough, NH 03458 (Moderator);

Steve Carlton, Manager, Marketing Services, Claris Corporation, 5201 Patrick Henry Dr., Santa Clara, CA 95052;

Paul Statt, Senior Editor, *inCider/A+*, 80 Elm St., Peterborough, NH 03458.

TUESDAY, AUGUST 6

2:30-3:20

SLOT 15, ROOM E

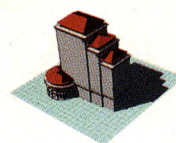
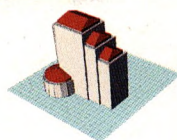
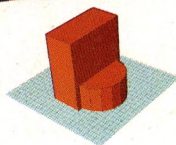
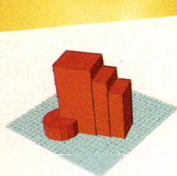
BEC

Design Conference:

Maximizing the Mac in Your Ad Agency/Design Studio

Increasing the use of digital tools opens new media, new forms of communication, and new business opportunities for designers who are Macintosh-fluent. This insightful presentation will show where the leading edge in design and design production is now; where it is going; and what tools — unifying tools — designers

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Alias Research Style! Division, 110 Richmond Street East, Toronto, Canada M5C 1P1
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still need from system vendors for truly seamless integration of design and production.

Michael J. Sullivan, President, Imprimatur Design Systems, Inc., 955 Massachusetts Ave., Cambridge, MA 02138.

TUESDAY, AUGUST 6

2:30-3:20

SLOT 16, ROOM F

BEC

How-To-Get-Started Conference:

How to Get Started with Desktop Publishing

Choosing the right desktop publishing tools from what is now a confusing array demands some hard decisions. This session is designed to provide you with the background you'll need on the most popular desktop publishing products, along with tips, insights, and guidelines on how to choose and use the hardware and software that best meet your particular needs.

Randy Simon, Publications Director, *BMUG*, 1442A Walnut, Suite 62, Berkeley, CA 94709 (Moderator);

Rick Doucette, Associate Editor, *The Weigand Report*, 1215 Reeves Ln., Cedar Hill, TX 75104;

Rob Lettieri, Publication Support Services, *BMUG*, 1442A Walnut, Suite 62, Berkeley, CA 94709;

David Spound, Principal, David Spound Associates, 16 Orchard St., Watertown, MA 02172.

TUESDAY, AUGUST 6

2:30-3:20

SLOT 17, ROOM G

BEC

Advanced User Conference:

Customizing Your Mac

Inside tips for hard-disk users on how to make all of your work run faster, smoother, and more efficiently. You'll get advice on how to structure folders and save-files; learn how to add command-key shortcuts to any menu in any program you own; look at ways to personalize both the appearance and the sound of your Mac; see how to install

your own FKeys and INITs; and find out about some especially powerful and useful desk accessories. No need to be a technical wizard to unlock the power of your Mac.

Herb Dang, *BMUG/CWMUG*, 1811 Short St., Berkeley, CA 94702 (Moderator);

Glenn Brown, *INITInfo*, 12 Monterey Dr., Nepean, Ontario CANADA K2H 7A6;

Cliff Crabe, President, Crabe & Company, 78 Tamblin Cres., Kanata, Ontario K2L 3A4;

Jim Heid, Contributing Editor, *Macworld*, 501 Second St., San Francisco, CA 94107;

David Pogue, Contributing Editor, *Macworld*, 501 Second St., San Francisco, CA 94107.

TUESDAY, AUGUST 6

4:00-4:50

SLOT 19, AUDITORIUM

WTC

Multimedia Conference:

Multimedia Success in Practice

Real-life users of multimedia will show-and-tell you how multimedia products and ideas serve them in their daily work, including an innovative example of how still video was used to cover events in Operation Desert Storm. Also included: tried-and-true tips on how to overcome problems inherent in creating multimedia presentations.

Tim Bjarin, Publisher, Multimedia Computing & Presentations, Creative Strategies Research International, 4655 Old Ironsides Dr., Suite 490, Santa Clara, CA 95043 (Moderator);

Hal Josephson, President, MediaSense, Inc., 2205 Steiner St., San Francisco, CA 94115;

Michael Murie, Principal, Multimedia Workshop, 64 Willow Ave., Somerville, MA 02144;

Bill Rosenmund, Media Branch Chief, U.S. Army Public Affairs, Washington, DC.

TUESDAY, AUGUST 6

4:00-4:50

SLOT 20, HARBORVIEW

WTC

Business/Professional Conference:

The MS-DOS/Mac Connection

Contrary to popular belief, the Macintosh and IBM PC can work together easily — without dividing data and users into two incompatible camps. This session explains all the options for achieving a smooth and productive workflow between PC and Mac users, covering solutions from direct connections, to exchanging floppy disks, to networking. Find out the best ways to move your data — and your employees — between America's two leading business machines.

Paul Parisi, Principal, Datalex Corporation, 62 High St., Suite 4, Topsfield, MA 01983.

TUESDAY, AUGUST 6

4:00-4:50

SLOT 21, COMMERCIAL

WTC

You-Asked-for-It Conference:

A Quick Look at QuickTime

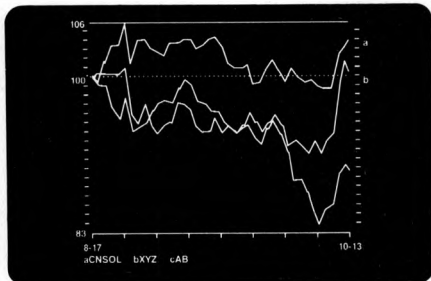
Apple's QuickTime product — which coordinates the input, output, and manipulation of sound, video, animation, text, and graphics — is being hailed as the first real step forward in making multimedia happen in the marketplace today. Through the combined expertise of both industry analysts and vendors, this session will provide you with an accurate, comprehensive summary of its immediate applications and future implications — i.e., what QuickTime itself will be able to do immediately upon its release (scheduled for late 1991); and what it is likely to inspire from third-party developers.

Nat Goldhaber, Partner, Cole Gilburne Fund, Box 1755, Crystal Bay, NV 89402 (Moderator).

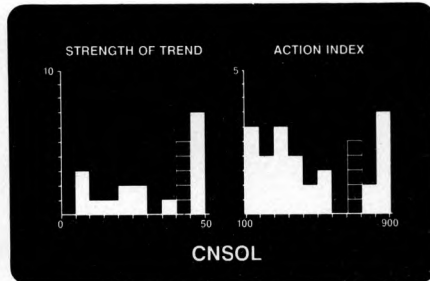
Five fascinating plots



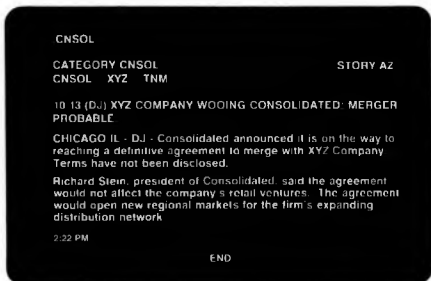
"Look at that: Market Analyzer PLUS 2.0 software with historical data from News/Retrieval shows Consolidated is now trading above the 20-day moving average.



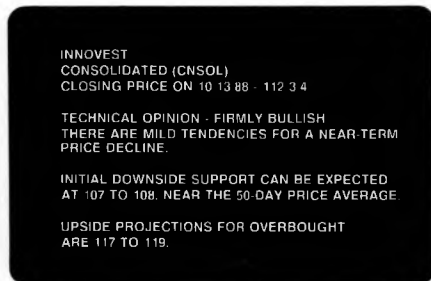
"But how does it compare to my best performers? Hey! Consolidated has been looking really good over the last few months.



"Now let's see if this issue can pass my screening criteria. H-mm, most of the stats for Consolidated look pretty good in this 14-day trend report.

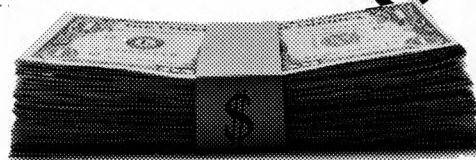


"Okay, I have the 'whats', now let's look up the 'whys' with News/Retrieval's 90-day news file. This merger story explains a lot.



"And the expert technical analysis opinion from Innovest on News/Retrieval looks positive... I'll go for it!"

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Cambridge

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199 Alewife Brook Parkway
617/497-0395

Hanover

Personal Computer Resources/MicroAge
2100 Washington Street
617/871-5396

N. Dartmouth

Orchard Computer/Connecting Point
387 State Road
508/990-1082

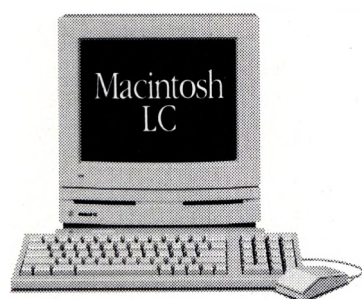
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Authorized

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TUESDAY, AUGUST 6

4:00-4:50

SLOT 23, ROOM E

BEC

Design Conference:

Color Output and How to Get It

Nobody likes to be surprised when the job rolls off the press. When you get into the costly world of color, that's the time you need some really reliable information and fewer surprises. From how to make the best use of monitor calibration schemes, to color reference systems (CMYK process tint charts or Pantone® custom color specifiers), to color laser printers, film recorders, and film image-setters, this panel will explore the options and solutions available up to and including the final, analog proofing stage (when the printer makes a proof of your film). The panelists include industry leaders who understand device space and how equipment functions. If you think the world of color is still part of the magic kingdom, this session will provide crucial knowledge for getting predictable and dependable results.

Jonathan Rogers, President and Art Director; and **Courtland Shakespeare**, Vice President and Creative Director, WYSIWYG Studios, 20 Maud St., Suite 400, Toronto, Ontario M5V 2M5 (Moderators);

Rene Delbar, Director, Strategic Marketing, Agfa Corporation, 200 Ballardvale St., Wilmington, MA 01887;

Jim Forrest, Senior Marketing Manager, NEC Technologies, Inc., 1414 Massachusetts Ave., Boxborough, MA 01719;

Richard Herbert, Vice President, Electronic Color Systems Division, 480 Meadow Ln., Carlstadt, NJ 07072;

Art Proctor, Business Manager, Proofing, Hoechst Celanese, Box 3700, Somerville, NJ 08876;

Art Shufelt, Vice President, Imapro Corporation, 2 Crossfield Ave., Suite 208, W. Nyack, NY 10994.

TUESDAY, AUGUST 6

4:00-4:50

SLOT 24, ROOM F

BEC

How-To-Get-Started Conference:

How to Get Started with Accounting

Thinking about computerizing your accounting? Learn the pitfalls and steps to success. Toss the sales hype aside; hear the pros and cons of the major accounting software packages and how to pick the best package for your business. In addition, this session will discuss the real costs, who needs to be involved, how much time it will take, and how to do it successfully.

Laura Leach, President, Mobius Associates, Inc., 7 Century Dr., Suite 202, Parsippany, NJ 07054;

Peggi Sturm, President, Peggi Sturm & Associates, 10810 Ayres Ave., Los Angeles, CA 90064.

TUESDAY, AUGUST 6

4:00-4:50

SLOT 25, ROOM G

BEC

Advanced User Conference:

Desktop Video Show and Tell

If you want to see just what "Desktop Video" means, check this out. We'll be presenting a wide variety of examples, created by some of the most respected producers. Not only will you see some incredible video, but you'll also hear how it was done. If you're interested in desktop video, don't miss this session!

Bob LeVitus, Author/Consultant, 8903 Scottish Pastures Drive, Austin, TX 78750 (Moderator);

Chris Cave, Principal, Cave Art, 26 West 23rd Street, Fifth Floor, New York, NY 10010;

Cliff Hughes, Chief Designer, Creative Systems Group, 295 West 92nd Street, Suite 3D, New York, NY 10025;

Steve Lomas, Graphic Systems Specialist, GTE ImagiTrek, 2385 Camino Vida Roble, Suite 200A, Carlsbad, CA 92009;

Joe Prieboy, Macintosh Systems Consultant, HBO Macintosh Center, 1100 Ave. of the Americas, Suite 427, New York, NY 10036.

TUESDAY, AUGUST 6

5:00-5:50

SLOT 27, AUDITORIUM

WTC

Multimedia Conference:

Multimedia: How to Get Started, What to Buy

Now that you're in the know on what multimedia is all about, what it can do for you, and what its current limitations are — it's time for a good, solid grounding on what hardware/software you'll need to start cashing in on multimedia's benefits. This session will provide you with an unbiased look at what's out there and how to determine what will best serve your particular needs.

Jan Lewis, President, Lewis Research Corporation, 108 East Fremont Ave., Suite 122, Sunnyvale, CA 94087 (Moderator);

Keith Lay, Founder and President, Applied Color and Motion, 328 West Hastings, Vancouver, BC B6B 1K6;

Craig O'Donnell, Freelance Writer/Audio Industry Product Manager, 87 Pearson Rd., Somerville, MA 02134;

Steven Sanz, Co-Founder, stat™media, 21151 Via Canon, Yorba Linda, CA 92687;

Jim Waldron, Partner, Burns, Connacher & Waldron, 59 W. 19th St., Suite 4A, New York, NY 10011.

TUESDAY, AUGUST 6

5:00-5:50

SLOT 28, HARBORVIEW

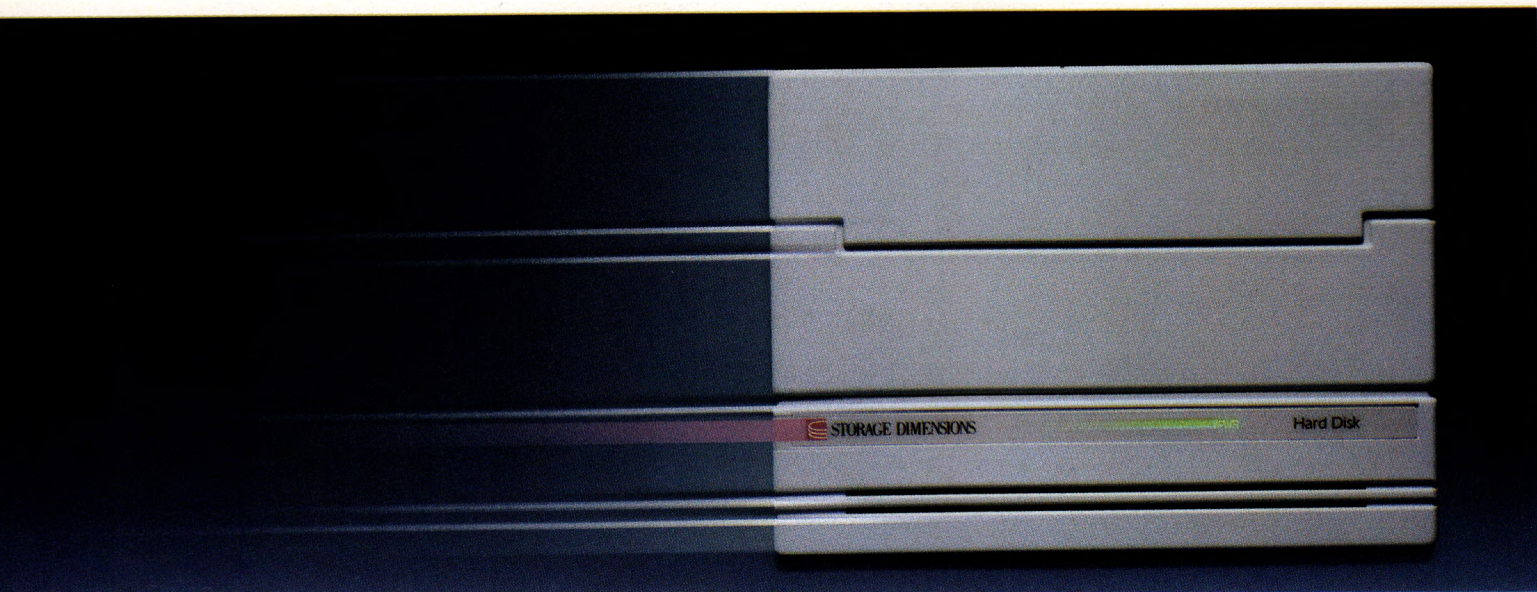
WTC

Business/Professional Conference:

Executive Information Systems (EIS) Update

Executive Information Systems (EIS) provide up-to-date answers to key questions raised by managers without burying the manager in unneeded data. Most EIS applications feature graphic displays (particularly for trend analysis and exception reporting) and lots of interaction, thus making the marriage of EIS and the Macintosh an enormously powerful combination. In this session, users of the three most widespread executive information systems — Comshare's, Pilot's, and a customized version of HyperCard — will provide case studies reflecting

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both success stories and tales of woe relative to their EIS installation and implementation.

Dan Littman, Associate Editor/News, *Macworld*, 501 Second St., San Francisco, CA 94107 (Moderator);

Major Robert Hernandez, Technology Manager, U.S. Army Artificial Intelligence Center (CSDA-AI), Washington, DC 20310 [HyperCard user];

Robert T. White, Senior Program Manager, E.I. DuPont de Nemours & Co., Tenth & Market Sts., Wilmington, DE 19898 [Comshare user];

[*Pilot Executive Software* user to be named].

TUESDAY, AUGUST 6

5:00-5:50

SLOT 29, COMMERCIAL WTC

You-Asked-for-It Conference:

MACWORLD Expo User Group Extravaganza (MUSE)

If you haven't yet joined a user group, this is the place to come see first-hand the kind of benefits you can expect from being a member. If you already belong to a user group, you'll especially enjoy this session, which will bring together representatives of user groups nationwide for a massive userfest. The purpose of the MUSE is twofold: (1) to provide a completely unbiased, knowledgeable source of information on the most useful, most exciting products on the MACWORLD Expo show floor; and (2) to serve as a User Group Idea Exchange, by presenting a powerhouse of the best and the brightest tips for running a user group — plus creating a nationwide network of the people who have put those very ideas to the test. Towards these ends, this panel of user group reps will offer an indisputably reliable source for users to share information, compare tips and strategies, discuss their concerns and problems, and get hard-hitting answers to questions. (The MUSE is a complimentary service provided to all MACWORLD Expo attendees; it is not restricted to those who have purchased a conference ticket.)

Terri Lonier, President, Lonier Associates, 111 Plains Road, New Paltz, NY 12561 (Moderator);

Deborah Branscum, *Macworld*, 501 Second St., San Francisco, CA 94107;

Steve Broughall, Pentagon MUG, 1225 Walter St., S.E., Washington, DC 20003;

Steve Costa, BMUG, 1442A Walnut, Suite 62, Berkeley, CA 94709;

Art Guerrero, Los Angeles Mac User Group, 12021 Wilshire Blvd., Suite 349, Los Angeles, CA 90024;

Glenn Hoffman, BCS.Mac, 48 Grove St., Somerville, MA 02144;

Leroy Lees, National Capitol Macintosh Club, 4 Inuvik Cres., Kanata, Ontario K2L 1A2;

Bob Marean, Southern Tier Apple Core, 98 Oak St., Binghamton, NY 13905;

Don Rose, Macadamia, P.O. Box 333, Crystal Lake, IL 60014;

Bob Shaffer, Washington Apple Pi, 600 Maryland Ave., Suite 200A, West Wing, Washington, DC 20024.

TUESDAY, AUGUST 6

5:00-5:50

SLOT 31, ROOM E

BEC

Design Conference:

Overcoming Font Phobia

Once you understand the font story and the logic behind fonts — bitmapped, postscript, outline, and TrueType™ — all the confusion goes away (even if not all the problems; one thing at a time!). This session will arm you with the know-how you need, and no longer will you be intimidated by such phrases as “printer fonts vs. screen fonts,” or even “font to file placement.” In short, you will fear no fonts.

Clair Crookston, Executive Vice President, MacAcademy, 477 South Nova Rd., Ormond Beach, FL 32174.

TUESDAY, AUGUST 6

5:00-5:50

SLOT 32, ROOM F

BEC

How-To-Get-Started Conference:

How to Get Started with Networking

This session will guide you through the alphabet soup surrounding networking, and discuss: differences between the Appletalk, Ethernet, and Token Ring-type networks available for the Macintosh; guidelines on how to determine which one will best suite your particular office needs; network topography and configurations; and the differences between local area networks (LANs) and wide area networks (WANs).

David C. Jenkins, National Sales Director, MacAcademy, 477 South Nova Rd., Ormond Beach, FL 32174.

TUESDAY, AUGUST 6

5:00-5:50

SLOT 33, ROOM G

BEC

Advanced User Conference:

Desktop Publishing Daredeviltry

Join us for a fast-paced tour of graphic techniques and publishing how-to's that few desktop publishers know about! We'll show you tricks like: how to save that design; dealing with unusual shapes; DTP for 3D packaging; preparation for screen printing; four award-winning DTP paper-folding tricks; PLUS scannerless scanning and “tiling for fun and profit.” You're guaranteed to bring home some of the best boss/client-pleasing, money-making tricks and tips in the business!

Fred Showker, Director, Showker Graphic Arts and Design, 15 Southgate Ct., Harrisonburg, VA 22801 (Moderator);

Barrie Sosinsky, Author/Consultant, 1425 Beacon St., Newton, MA 02168;

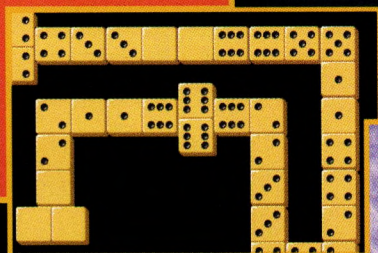
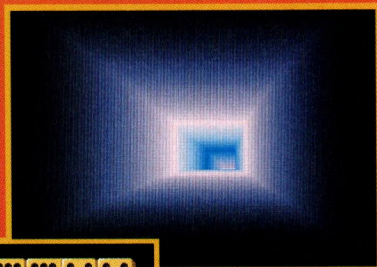
Sharon Steuer, Artist/Consultant, 205 Valley Rd., Bethany, CT 06525.

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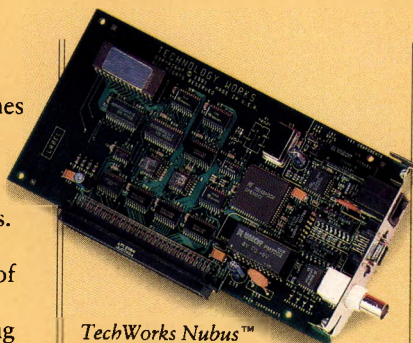
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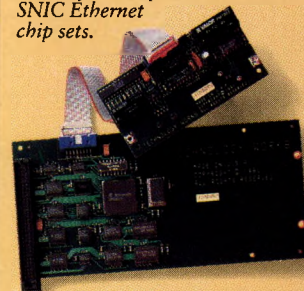
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WEDNESDAY

WEDNESDAY, AUGUST 7

10:00-11:50

SLOT 41, ROOM EFG

BEC

Keynote Session:

How to Survive and Prosper with System 7.0

To enable you to fully understand and realize the excellent benefits to be gained from Apple's new operating system — while at the same time having a healthy respect for the difficulties you are likely to encounter before you reach those benefits — Wednesday at MACWORLD Expo/-Boston has been designed to provide you with a solid grounding in what System 7 is all about, what it can do for you, and how to apply its very exciting features to streamlining and even reducing your workload.

We'll begin with an insightful panel discussion which we have dubbed **The System 7 Overture**, followed by Apple VP/GM of Macintosh Software Architecture Roger Heinen, who will discuss **System 7: Past, Present, and Future**. Then we break into concurrent sessions, and the 7.0 lineup for the remainder of Wednesday (with one session spilling over into Thursday) looks like this:

Programmer/Developer Forum, Slot #45: **Apple Developer Product Update: IAC Issue and Answers: Business/Professional Conference**, Slot #48: **Using 7.0 to Enable New Corporate Applications: Business/Professional Conference**, Slot #56: **7.0 on Your Network: Quick and Painless?: You-Asked-for-It Conference**, Slot #64: **Impact of System 7 on Mac Technical/Scientific Use; You-Asked-for-It Conference**, Slot #72: **Upgrading to 7.0: Where to Start, What to Expect: Advanced User Conference**, Slot #103: **Automating Your Desktop**. And now, the curtain rises . . .

WEDNESDAY, AUGUST 7

10:00-10:50

SLOT 41, ROOM EFG

BEC

Keynote Panel Discussion:

The System 7 Overture

Believe it or not, it's been four months since Apple defined its future and yours by introducing System 7. In the interim, many of you have gone through the interesting and painful process of upgrading your machines to System 7.0, while the more cynical among us are waiting to see if there will need to be a System 7.0.1. Regardless of your personal situation now, you WILL be upgrading to System 7.0; it's just a matter of time. The purpose of this panel is to help you in that process, and to give you some insights into 7.0's new capabilities. It is a no-nonsense approach to set you straight about what System 7 is and isn't, and how it will impact both you personally, as well as Mac computing in your organization.

Don Crabb, Department of Computer Science, The University of Chicago, 1100 E. 58th St., Chicago, IL 60637 (Moderator);

Chris Espinosa, Product Manager, Systems Software, Apple Computer, Inc., 20525 Mariani Ave., Cupertino, CA 95014;

Reese Jones, President, Farallon Computing, Inc., 2000 Powell St., Suite 600, Emeryville, CA 94608;

Mike Maples, Senior Vice President, Applications, Microsoft Corporation, One Microsoft Way, Redmond, WA 98052;

Robert Roblin, Director, Product Marketing, Claris Corporation, 5201 Patrick Henry Dr., Santa Clara, CA 95052;

Dave Winer, President, UserLand Software, Inc., 490 California St., Palo Alto, CA 94306.

WEDNESDAY, AUGUST 7

11:00-11:50

SLOT 42, ROOM EFG

BEC

Keynote Presentation:

System 7: Past, Present, and Future

A uniquely informed insider's view on the role of system software in the industry today, and the significance of System Software 7.0. This presentation will trace the development of System 7.0, review the current state of Macintosh applications development, and give us a glimpse of the future.

Roger Heinen, Vice President and General Manager, Macintosh Software Architecture, Apple Computer, Inc., 20525 Mariani Ave., Cupertino, CA 95014.

WEDNESDAY, AUGUST 7

1:00-1:50

SLOT 43, AUDITORIUM

WTC

Design Conference:

Efficient, Effective Pre-Press

Color page production is a complicated and expensive process — but building color and pages on the Mac can save you time and effort, improve your product, and even cut your production budget. How does moving your color work to the Mac change your production cycle? Where are the cost savings and how big are they? How good are the results? This session will offer advice on these issues, as well as tips on trapping and solving other color production problems.

Joe Mattazoni, Contributing Editor, *Macworld* (Moderator);

Thad McIlroy, President, Arcadia House;

Scott Lyes, Creative Director, November, Lazar & Schear Advertising;

Kathleen Tinkel, Co-Publisher, Mac PrePress.

WEDNESDAY, AUGUST 7

1:00-1:50

SLOT 44, HARBORVIEW

WTC

How-To-Get-Started Conference:

How to Get Started with Databases

A variety of database programs are currently available for the Macintosh. These range from entry-level flat-file list managers to high-end programmable, relational, multi-user database products. How do you know which is the correct one for you? This session will present a comparison of the products and their features, and provide some insight into the speakers' personal favorites.

Rich Coulombre and **Rick Kollmeyer**, Co-Founders, The Support Group, 2344 Washington St., Newton Lower Falls, MA 02162.

WEDNESDAY, AUGUST 7

1:00-1:50

SLOT 45, COMMERCIAL WTC

Programmer/Developer Forum:

Apple Developer Product Update: IAC Issues and Answers

Inter-Application Communication (IAC) represents an opportunity for the industry to wire applications to create more power for users. This session will be a good starting place for programmers and developers to determine how their applications can be part of custom-built solutions.

Doug Baron, Senior Programmer, UserLand Software, Inc., 490 California St., Palo Alto, CA 94306;

Don Brown, Senior Programmer, CE Software, Inc., 1801 Industrial Cir., West Des Moines, IA 50265;

Michael Odawa, President, Simple Software Development Company, 220 Redwood Hwy., Suite 42, Mill Valley, CA 94941;

Art Schumer, Senior Program Manager, Microsoft Corporation, 16011 N.E. 36th Way, Redmond, WA 98073.

WEDNESDAY, AUGUST 7

1:00-1:50

SLOT 46, HARBORSIDE ROOM WTC

Business/Professional Conference:

The Mac in the Law Office

An opportunity for lawyers, legal assistants, law firm administrators, and law professors and students to gather and discuss how Macintosh can enhance the practice and continuing education in the legal community.

James Burger, Esq., Chief Counsel, Government, Apple Computer, Inc., 1892 Preston White Dr., Reston, VA 22091 (Moderator).

WEDNESDAY, AUGUST 7

1:00-1:50

SLOT 47, ROOM E

BEC

Multimedia Conference:

Multimedia: You CAN Do It Yourself!

You're sick and tired of this. You see a sensational new multimedia demo, and get all excited thinking of how you can

use it in your operation — only to learn that it would cost you a fantasictrillion dollars to duplicate it. We understand. Welcome to this session, where some sensational multimedia users will show you how you can have mind-blowing effects without blowing your budget. Come prepared for tips, tricks, and pointers galore!

Charles Piller, Associate Editor/Features, *Macworld*, 501 Second St., San Francisco, CA 94107 (Moderator);

Jack Butler, President, Butler Graphics, 316 Town Center Dr., Troy, MI 48084;

Art Guerrero, Director, Creative Computing, Eisaman Johns & Laws Advertising, 6255 Sunset Blvd., Los Angeles, CA 90028;

Dr. David Martin, Senior Training Officer, Atomic Energy Control Board, P.O. Box 1046, Station B, Ottawa, Ontario K1P 5S9.

WEDNESDAY, AUGUST 7

1:00-1:50

SLOT 48, ROOM F

BEC

Business/Professional Conference:

Using 7.0 to Enable New Corporate Applications

This panel of experts will discuss how Macintosh users in large organizations will derive substantial benefits from applications based on System 7's opportunity-expanding features. If you've come to MACWORLD Expo in hopes of finding a plain-English summary of the most probable impacts 7.0 will have on the business community — this is the session for you.

Amy Wohl, President, Wohl Associates, 408 Minden Way, Wynnewood, PA 19096 (Moderator).

WEDNESDAY, AUGUST 7

1:00-1:50

SLOT 49, ROOM G

BEC

Education Conference:

A Potpourri of Classroom Applications

This session will provide you with a taste of just how useful the Macintosh can be in a variety of educational scenarios, including: telecommunications; desktop

publishing; using hypermedia to develop instructional materials; and more. Come prepared to take notes!

Bob Marean, Microcomputer Specialist, Binghamton City Schools, 98 Oak St., Binghamton, NY 13902;

Dr. Janie Osborn, Professor of Education, North Georgia College, Dahlonega, GA 30597;

Dr. Keith Osborn, Professor, Child Development/Education, The University of Georgia, 427 Aderhold, Athens, GA 30602;

Thomas L. Vernon, Principal, Interactive Media Concepts, 28A South Poplar St., Elizabethtown, PA 17022.

WEDNESDAY, AUGUST 7

2:30-3:20

SLOT 51, AUDITORIUM

WTC

Design Conference:

Inroads in Publication Design

The Macintosh offers a range of design and illustration tools heretofore unavailable to designers, or available but at a high dollar price. Graphic designers working on the Mac have made dramatic inroads in publication design, ranging from innovations in typography to the production of dramatic original four-color illustrations using the Mac, scanners, and a wide variety of software. In this session, some of the best designers, illustrators, and typographers working on the Mac will show their work, talk about successes and failures in pushing the design and production envelope, and share experiences in producing award-winning publications, packaging, presentations, and other Macintosh-produced materials.

Marc Kaufman, Principal, Desktop Publishing & Design, 96 South St., 4th Floor, Boston, MA 02111 (Moderator);

Ronn Campisi, Principal, Ronn Campisi Design, 118 Newbury St., Boston, MA 02116;

John Kane, Principal, Sametz-Blackstone Associates, 41 W. Newton St., Boston, MA 02118;

Deborah Perugi, Principal, Deborah Perugi Design, 711 Boylston St., Boston, MA 02116.

WEDNESDAY, AUGUST 7

2:30-3:20

SLOT 52, HARBORVIEW WTC

How-To-Get-Started Conference:

A Friendly Guide to HyperCard

Everything you need to get up and running on HyperCard. In this session, seminar leaders demonstrate stacks, share scripts, and answer questions about stack design for aspiring HyperCard users and developers.

Eric Rall, President, Washington Apple Pi, P.O. Box 2117, Baltimore, MD 21203 (Moderator);

David Drucker, President, Drucker Associates, 9 Lilac Ct., Cambridge, MA 02140;

Amanda Goodenough, Author, AmandaStories, 1025 Martin Rd., Santa Cruz, CA 95060;

Karen Rall, President, Rall & Company, 9092 Bellwart Way, Columbia, MD 21045.

WEDNESDAY, AUGUST 7

2:30-3:20

SLOT 53, COMMERCIAL WTC

Programmer/Developer Forum:

Take Your Products to Europe!

Trade shows are perhaps the best way to explore the European market. Yet most small American computer companies have no idea what would be involved in doing their first European trade show. How much will it cost? Do I have to speak the language? Which are the best shows to attend? This seminar answers these questions and more, explaining how even the smallest company can make a cost-effective foray overseas in time for 1992. The seminar leader is International Marketing Manager for Computer Expressions, a Philadelphia-based computer accessory company that participates in shows in Italy, England, Austria, Germany, and France each year.

Cynthia Harriman, The Macintosh Advisor, 57 South St., Portsmouth, NH 03801.

WEDNESDAY, AUGUST 7

2:30-3:20

SLOT 54, HARBORSIDE ROOM WTC

Business/Professional Conference:

The Mac in Health Care

An opportunity for physicians, health care administrators, and medical professors and students to gather and discuss how Macintosh can enhance the practice and continuing education in the medical community.

Discussion Leaders: **Stuart Gitlow, M.D.**, and **T. Bradley Tanner, M.D.**, Western Psychiatric Institute and Clinic, University of Pittsburgh, 3811 O'Hara St., Pittsburgh, PA 15213.

WEDNESDAY, AUGUST 7

2:30-3:20

SLOT 55, ROOM E BEC

Multimedia Conference:

Multimedia Across Platforms

Painful it might be to Mac purists, but multimedia is a much more universally useful tool when allowed to stretch to the limits of all the computers available in the corporate environment. This session will explore current opportunities and future directions in cross-platform multimedia, including sound, video playback, and more.

Ben Calica, Editor, *New Media Age*, 323 901 Mariners Island Blvd., Suite 365, San Mateo, CA 94404 (Moderator);

Bud Colligan, President and CEO, Authorware, 275 Shoreline Dr., Suite 535, Redwood City, CA 94065;

Peter Forman, President, New Video Corporation, 220 Main St., Suite C, Venice, CA 90291;

Andrew Knight, Manager, Product Development, Spinnaker Software, 201 Broadway, Cambridge, MA 02139;

Tim Mott, President, MacroMind, Inc., 410 Townsend, Suite 408, San Francisco, CA 94107;

Tay Vaughan, Senior Partner, The HyperMedia Group, 5900 Hollis St., Suite O, Emeryville, CA 94608.

WEDNESDAY, AUGUST 7

2:30-3:20

SLOT 56, ROOM F BEC

Business/Professional Conference:

7.0 on your LAN: Quick and Painless?

Network administrators from Battelle Pacific Northwest Laboratories, a U.S. Department of Energy multiprogram laboratory, will outline their experiences with making System 7.0 available to the more than 1,000 Macintosh users on and off their network. This session will give managers and users and network administrators valuable information that should be considered when delivering this new operating system, along with insights into the pitfalls to be avoided.

David R. McGee, Macintosh Network Manager; and **Mary Sue Hoxie**, Macintosh Network Manager (Site), Environmental & Molecular Sciences Laboratory, Battelle Pacific Northwest Laboratories, Richland, WA 99352.

WEDNESDAY, AUGUST 7

2:30-3:20

SLOT 57, ROOM G BEC

Education Conference:

HyperCard in the Classroom

More than any other piece of Macintosh software, HyperCard has captured the imagination of educators. A classroom management tool, a multimedia manager, a medium for student projects, a tool for teaching programming — HyperCard can be just about anything you want it to be. This session highlights academic success stories in classes from elementary to university level.

George Beekman, Assistant Chairman for Undergraduate Instruction, Oregon State University, Computer Science Department, Corvallis, OR 97331 (Moderator);

Lynn Anderson-Inman, Associate Professor, College of Education, The University of Oregon, Eugene, OR 97403;

Ben Beekman, Student, Western View Middle School, 3825 N.W. Hayes, Corvallis, OR 97330;

Gregory Crane, Associate Professor of Classics, Harvard University, Boylston 319, Cambridge, MA 02138;

Noriko Yokokura, Department of Modern Languages, McMaster University, Hamilton, Ontario L8S 4M2.

WEDNESDAY, AUGUST 7

4:00-4:50

SLOT 59, AUDITORIUM WTC

Design Conference:

Mastering Professional Color on the Mac

From start to finish, here are tips and techniques from experts using the Mac for commercial production and prepress — including all the latest info on system calibration, UCR (Under Color Removal), GCR (Gray Component Replacement), and making the transitions between RGC and CMYK color models. Whether you're scanning continuous tone images, creating efficient vector art files, or just getting an imagesetter to RIP files quickly and with the highest quality results, this session will give you the edge on software and hardware advantages and pitfalls. Color that is better than just "good enough" is here now and competing with trade shops. For users who are considering or are already dealing with film houses, service bureaus, printers, and color presses, this session will give you more power and confidence to deal with the professional world of color output. This is one of the hottest and most exciting new fields for designers and artists alike as they move into the world of separations and film generation off the Mac.

Jonathan Rogers, President and Art Director; and **Courtland Shakespeare**, Vice President and Creative Director, WYSIWYG Studios, 20 Maud St., Suite 400, Toronto, Ontario M5V 2M5.

WEDNESDAY, AUGUST 7

4:00-4:50

SLOT 60, HARBORVIEW WTC

How-To-Get-Started Conference:

How to Get Started with Word Processing

Choosing a word processor can be a difficult decision. This session will discuss the pros and cons of the major word processors on the mar-

ket today. The emphasis will be on finding the right tool for the job.

Carol Person, Senior Associate Editor/Reviews, *Macworld*, 501 Second St., San Francisco, CA 94107 (Moderator);

Marianne Carroll, Author/Consultant, 51 West 86th St., New York, NY 10024;

Robert Eckhardt, Contributing Editor, *Macworld*, 501 Second St., San Francisco, CA 94107;

Randy Simon, Publications Director, BMUC, 1442A Walnut, Suite 62, Berkeley, CA 94709.

WEDNESDAY, AUGUST 7

4:00-4:50

SLOT 61, COMMERCIAL WTC

Programmer/Developer Forum:

Keeping the Bugs Out

This session will provide an overview of program debugging tools provided by Apple and others. The panel of extermination experts will also discuss common coding errors and the diagnosis and cure of the crash.

Bring your questions!

Steve Brecher, Owner, Software Supply, 731 Henrietta Ave., Sunnyvale, CA 94086 (Moderator);

Waldemar Horwat, Icom Simulations, Inc., 648 South Wheeling Rd., Wheeling IL 60090;

Steve Jasik, President, Jasik Designs, 343 Trenton Way, Menlo Park, CA 94025.

WEDNESDAY, AUGUST 7

4:00-4:50

SLOT 63, ROOM E

Multimedia Conference:

Cost-Justifying Multimedia to Your Management

Because you're a forward-thinker and can recognize opportunity when it comes knocking at your door, you're sold on the idea of multimedia and fully appreciate the extraordinary potential it holds for your organization. But perhaps your purse-string holders need a more pragmatic demonstration of why and how funds should be allocated for what continues to be a controversial technology. This session will supply you with some very convincing arguments . . .

WEDNESDAY, AUGUST 7

4:00-4:50

SLOT 64, ROOM F

BEC

You-Asked-for-It Conference:

Impact of System 7 on Mac Technical/Scientific Use

System 7, with its virtual memory, IAC, and other new facilities, greatly expand the Mac's use in sophisticated applications. In this session, the editors of Macintosh Engineering & Scientific Report along with representatives from Apple and third-party developers will describe and demonstrate new and enhanced applications and system capabilities which will be of great interest to the Mac technical/scientific community.

David Peltz and **Neil Kleinman**, Macintosh Engineering & Scientific Report, 20450 Celtic St., Chatsworth, CA 91311 (Moderators).

WEDNESDAY, AUGUST 7

4:00-4:50

SLOT 65, ROOM G

BEC

Education Conference:

Networking on Campus

This seminar will cover three diverse campus networking issues: alternative networking strategies for the small urban campus; using a network and specialized software to collect information through electronic surveys; and preparation issues for System 7 on a network. Whether you have 20 Macs or 2000, alone or mixed with other computers, you can learn a great deal from this panel!

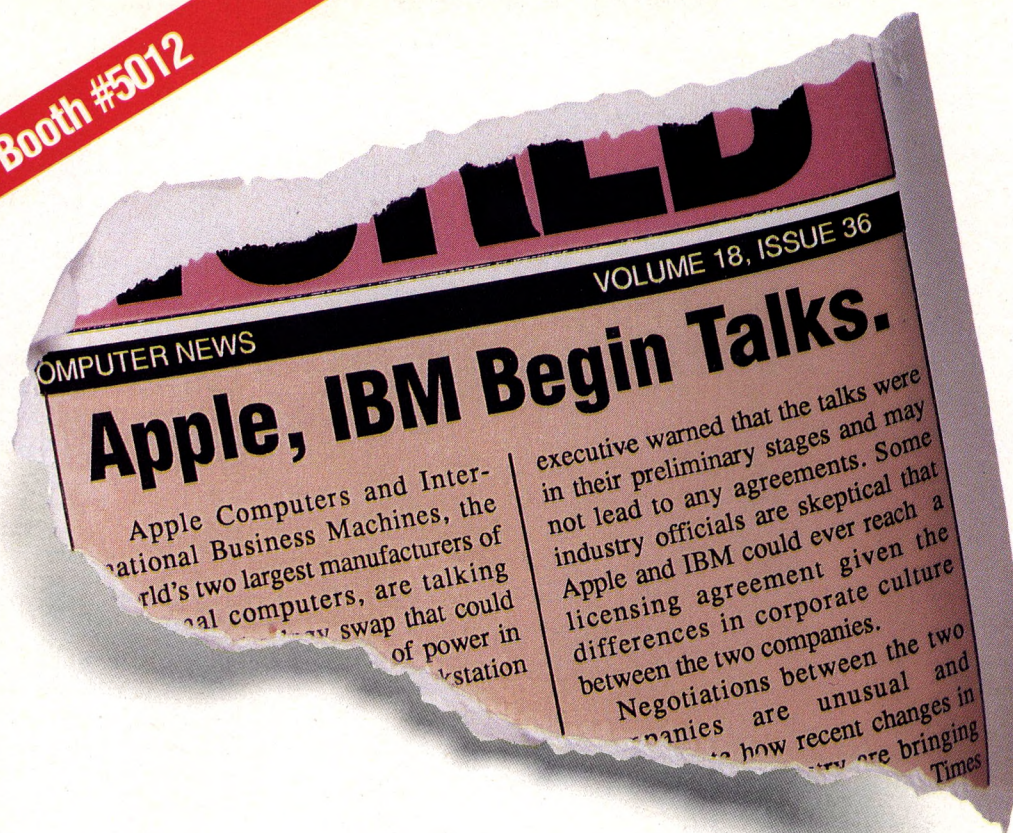
Sharon Zardetto Aker, Editor, *The Macintosh Bible*, 20 Courtland Dr., Sussex, NJ 07471 (Moderator);

James W. Matthews, Software Development, Dartmouth College, Kiewit Computation Center, Hanover, NH 03755;

Dorothy Mulligan, Coordinator, Academic Computing, Jersey City State College, Jersey City, NJ 07305;

Dr. Richard Wolfson, Professor, Department of Technology, Montclair State College, Upper Montclair, NJ 07043.

Visit Us At Booth #5012



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When Apple and IBM start talking it makes front page news. But savvy Macintosh owners know that Macs and PCs have been on speaking terms for years, thanks to DataViz's MacLinkPlus.

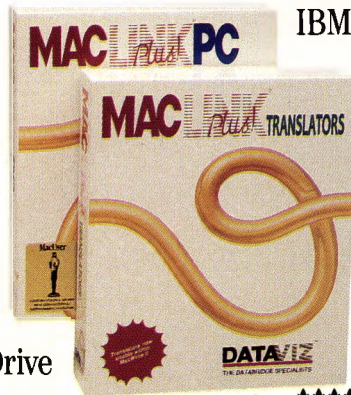
Since 1984, our award winning MacLinkPlus has been providing file transfer and translation solutions for Macintosh and PC owners everywhere. With its vast library of over 350 translators, MacLinkPlus keeps the lines of communication open between all popular word processing, spreadsheet, graphics and database programs.

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"See us at booth 5012 WTC"

WEDNESDAY, AUGUST 7

5:00-5:50

SLOT 67, AUDITORIUM WTC

Design Conference:

Creating Digital Masterpieces: Design Techniques for the New World

As data floods our world, the multimedia Macintosh can help make information understandable. Today's Mac delivers high-resolution graphics, sound, and motion video; yet most users are prisoners of the paper-based desktop metaphor. In this session, a leading information designer shows how to use Macintosh to communicate with impact. The presentation is intended for designers, art directors, and software and media professionals, and demonstrates specific examples of advanced human/computer interface design using translucency and layering, simultaneity and small multiples, color, and sound.

Robert May, President, Ikonix Interactive Multimedia, Inc., 1230 18th St., San Francisco, CA 94107.

WEDNESDAY, AUGUST 7

5:00-5:50

SLOT 68, HARBORVIEW WTC

How-To-Get-Started Conference:

How to Get Started with Desktop Presentations

This session will cover the basics for making your first Mac-based presentation a memorable one. We'll pack the session with dozens of tips and techniques as well as pitfalls that you need to avoid to get the most attention from your audience. You'll also learn the steps for getting a presentation from your Mac to 35mm slides, overheads, or an on-screen video show.

Keith Thompson, Principal, Datalex Corporation, P.O. Box 1209, Amherst, NH 03031 (Moderator);

Robert Fadden, Division Manager, Computer Training and Support Corporation, 33027 Schoolcraft Rd., Livonia, MI 48150;

Jeff Loechner, President, Mac in Design, 7 Village Sq., Westport, CT 06880.

WEDNESDAY, AUGUST 7

5:00-5:50

SLOT 69, COMMERCIAL WTC

Programmer/Developer Forum:

A Tool Kit for Fledgling Developers

This session will provide those just getting started in Mac programming-/development with a solid foundation in BASIC PRINCIPLES FOR INTERFACE DESIGN, along with an OVERVIEW OF THE MACINTOSH OPERATING SYSTEM (or "Toolbox") which gives applications the high-level system interface. A fact-filled 50 minutes that will leave you hungry for more!

Loftus E. Becker, Jr., University of Connecticut Law School, 65 Elizabeth St., Hartford, CT 06105;

Dr. Lisa Neal, EDS Center for Machine Intelligence, 1 Cambridge Ctr., Suite 408, Cambridge, MA 02142.

WEDNESDAY, AUGUST 7

5:00-5:50

SLOT 71, ROOM E

BEC

Multimedia Conference:

Artificial Intelligence Meets Multimedia

How could they have lived without each other? Everyone knows that multimedia is the muscle-bound kid on the block and that AI is the smart one with all the knowledge and no particular place to go. But together they can do great things. Expert systems, neural nets, knowledge acquisition, and multimedia come together in this seminar (so successfully received at the Macintosh/NY show!).

Alan Brody, Columnist, *Advertising Age*, 175 Fifth Ave., Suite 2457, New York, NY 10010 (Moderator).

WEDNESDAY, AUGUST 7

5:00-5:50

SLOT 72, ROOM F

BEC

You-Asked-for-It Conference:

Upgrading to 7.0: Where to Start, What to Expect

After all you've heard today, are you confused about whether you should upgrade

to System 7? Unclear about the advantages and disadvantages? Unsure of the smoothest way to make the transition? Get straight answers to these and many other questions from three authorities who have been writing about System 7 since it was a mere twinkle in Apple's eye.

Bob LeVitus, *MacUser* Columnist, Help Folder and Beating the System, 8903 Scottish Pastures Dr., Austin TX 78750 (Moderator);

Don Crabb, Author, *The MacWEEK Guide to System 7.0*, University of Chicago, 1100 E. 58th St., Chicago, IL 60637;

Craig Danuloff, Author, *The System 7 Book* [Ventana Press], 4908 32nd Ave. N.E., Seattle, WA 98105;

Charles A. Rubin, Author, *The Macintosh Bible Guide to System 7* [Goldstein & Blair], 7036 Exeter Dr., Oakland, CA 94611.

WEDNESDAY, AUGUST 7

5:00-5:50

SLOT 73, ROOM G

BEC

Education Conference:

Interfacing the Mac and Apple II: Opportunities and Pitfalls

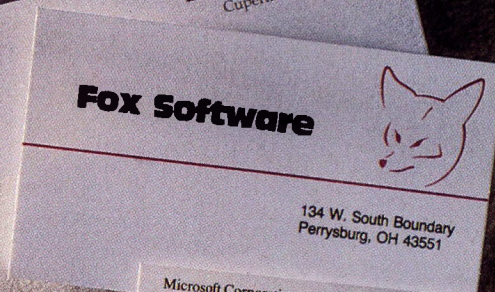
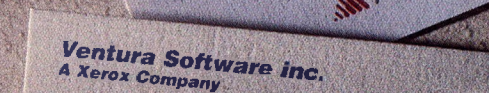
There are more than five million Apple IIs out there. Many were sold to schools, so even if you're not using a II, chances are your child's school is. And contrary to popular belief, the Apple II and the Mac aren't as different as night and day — in fact, Apple has designed its two product lines to cooperate, not compete. It's simple to connect an Apple II and a Mac on a network, easy to share a data file or a printer between them, and even possible to run the same programs on both machines. But there are complications on the way to making your Apple IIs and Macs work together. This session will answer the big question: what hardware and software do you need to really make these computers cooperate?

Dan Muse, Editor-in-Chief, *inCider/A+*, 80 Elm St., Peterborough, NH 03458 (Moderator);

Steve Carlton, Manager, Marketing Services, Claris Corporation, 5201 Patrick Henry Dr., Santa Clara, CA 95052;

Paul Statt, Senior Editor, *inCider/A+*, 80 Elm St., Peterborough, NH 03458.

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THURSDAY

THURSDAY, AUGUST 8

10:00-11:50

SLOT 81, ROOM EFG

BEC

Keynote Session:

Mac Movers, Shakers, and Dream-Sellers

Join host Guy Kawasaki and two very special guests, Steve Hayden and Rick Smolan, as they provide classic examples of the art and science of selling a dream.

Drawing on his experiences as one of Apple Computer's original Macintosh zealots, Guy is ready to share his own special insights on how you can use evangelistic techniques to sell your dream — whether your dream be a product, a company, or an idea.

And industry mover/shaker Steve Hayden will provide a thumbnail history of the phases of Apple advertising, plus show some truly memorable Apple commercials that never made it to the air. Steve — currently creative director of Apple's advertising agency, BBDO — in an earlier life worked for Apple at Chiat/Day, and has happily served as Apple's ad slave (sans sabbatical) since 1981.

You won't want to miss Rick Smolan, creator of the *Day in the Life* book series, will show a dazzling video to demonstrate how he used harnessed the Macintosh's power to create these books as well as his latest work, *The Power to Heal*.

Presented to you as enlightening entertainment, this don't-miss session promises to be one of the most interesting (and FUN!) in MACWORLD Expo's history ...

Guy Kawasaki, Author/Consultant, 488 Cowper St., Palo Alto, CA 94301;

Steve Hayden, Chairman and Chief Creative Officer, BBDO, 10960 Wilshire Blvd., Suite 1500, Los Angeles, CA 90024;

Rick Smolan, Chairman, Against All Odds Productions, P.O. Box 1189, Sausalito, CA 94966.

THURSDAY, AUGUST 8

1:00-1:50

SLOT 83, AUDITORIUM

WTC

Future Technologies Conference:

Future Technologies That Impact the Mac Platform

While the Mac is considered a very innovative computer, there are many new technologies on the horizon that could make it even more powerful and versatile. In this session, our technology experts will discuss many of the new technologies that are in the developmental stages, including breakthroughs in language recognition, video, sound, miniaturization, and networking. Apple continues to be in the forefront of technological development, and will someday take these new technologies and blend them into the Mac platform. Join us as we take a futuristic view of the Mac and how it may be used in the next few years.

Cheryl England, Senior Associate Editor/Features, *Macworld*, 501 Second St., San Francisco, CA 94107 (Moderator).

Kai-Fu Lee, Manager, Speech and Language Technology, Apple Computer, Inc., 20525 Mariani Ave., Cupertino, CA 95014;

Doug Lenat, Principal Scientist, Microelectronics and Computer Technology Corporation, 3500 W. Balcones Center Dr., Austin, TX 78759;

Dave Nagel, Apple Computer, Inc., 20525 Mariani Ave., Cupertino, CA 95014;

Thomas P. Rielly, Director of Marketing, Farallon Computing, Inc., 2000 Powell St., Suite 600, Emeryville, CA 94608.

THURSDAY, AUGUST 8

1:00-1:50

SLOT 84, HARBORVIEW

WTC

Advanced User Conference:

Advanced HyperCard and Scripting

If you already know some HyperCard and want to learn scripting and advanced techniques, this session is for you. Our panel of HyperCard experts will provide you with an invaluable assortment of scripting tips, tricks, shortcuts, and more. They will reveal some of their scripting secrets while demonstrating stacks and answering your questions.

Jan Lewis, President, Lewis Research Corporation, 108 East Fremont Ave., Suite 122, Sunnyvale, CA 94087 (Moderator);

Genevieve Crabe, MagiMac Publishing, 12 Monterey Dr., Nepean, Ontario K2H 7A6;

Danny Goodman, Author/Consultant, P.O. Box 1076, El Grenada, CA 94018.

THURSDAY, AUGUST 8

1:00-1:50

SLOT 85, COMMERCIAL

WTC

Education Conference:

Enhancing Education with At-Home Software

The kids use computers at school and we have a Mac at home — shouldn't we be working together? What programs do I need? Do I have to go out and buy everything the school has? Can I undermine the school's effort if I use the wrong software? How can I use the software I already have at home to enhance my child's learning? What if we have a different computer from the one the school uses? If these questions sound familiar, don't miss this session on home-education software!

Dan Muse, Editor-in-Chief, *inCider/A+*, 80 Elm St., Peterborough, NH 03458 (Moderator);

Doug Carlston, Chairman and CEO, Broderbund Software, 17 Paul Dr., San Rafael, CA 94903;

Bill Dinsmore, President and CEO, The Learning Company, 6493 Kaiser Dr., Fremont, CA 94555;

Paul Statt, Senior Editor, *inCider/A+*, 80 Elm St., Peterborough, NH 03458;

THURSDAY, AUGUST 8

1:00-1:50

SLOT 87, ROOM E

BEC

You-Asked-for-It Conference:

Almost-Free, Almost-Instant Global Mail and News

Quietly but potently, a communications revolution is in the making. Once formerly the domain of mainframes and minicomputers, global electronic mail has come to the Macintosh. Today thousands of Macintosh owners are using global communications

networks to send and receive mail, news, and files, whether it be cross-town, cross-country, or internationally. If your business requires that you go beyond the boundaries of your office, this session will arm you with the information you'll need to connect yourself to the world inexpensively.

Bernard Aboba, BMUG, 1442A Walnut, Suite 58, San Francisco, CA 94709 (Moderator);

Kurt Baumann, President, InterCon Systems Corporation, 950 Herndon Pkwy., Suite 390, Herndon, VA 22070;

Michael Connick, Technical Specialist, ACS Information Services, Inc., 100 Walnut Ave., Clark, NJ 07066;

Tim Endres, President, ICE Engineering, 8840 Main Street, Whitmore Lake, MI 48189;

Craig Vaughan, Author, *MacWoof*, P.O. Box 2932, Merj10rifield, VA 22116.

THURSDAY, AUGUST 8

1:00-1:50

SLOT 88, ROOM F

BEC

Programmer/Developer Forum:

The Best of MacHack!

For the past five years, 200 programmers have gathered together in Ann Arbor to program the Mac and exchange secrets. Now a piece of MacHack comes to MACWORLD Expo, to share: a look at the tools that were favorites at MacHack 1991 and why they were used by the programmers; where Grouch and NetBunny came from; and more . . .

Doug Houseman, Director, Microcomputer Applications, Domino's Pizza Distribution, 30 Frank Lloyd Wright Dr., Ann Arbor, MI 48106 (Moderator);

Waldemar Horwat, Icom Simulations, Inc., 648 South Wheeling Rd., Wheeling IL 60090;

Mike Kahl, Principal Architect, Symantec Corporation, 135 South Rd., Bedford, MA 01730;

Brita Meng, Macintosh Product Manager, Shiva Corporation, 155 Second St., Cambridge, MA 02141;

Leonard Rosenthal, Software Engineer, Software Ventures, 2907 Claremont Ave., Berkeley, CA 94705;

THURSDAY, AUGUST 8

1:00-1:50

SLOT 89, ROOM G

BEC

Entertainment Conference:

The Mac Goes Hollywood

An exciting look at the starring role the Macintosh is playing in the tinsel-and-glamour world of television production. Featured in this session will be discussion and demo's of getting great graphics into the Mac and then out to videotape; editing on videotape; and other tasks related to commercial production.

Tom Negrino, Contributing Editor, *Macworld*, 501 Second St., San Francisco, CA 94107 (Moderator);

Mike Backes, 2129 Coldwater Canyon, Beverly Hills, CA 90210;

Nick DeMartino, Director, AFI-Apple Computer Center for Film and Video Makers, 2021 N. Western Ave., Los Angeles, CA 90027.

THURSDAY, AUGUST 8

2:30-3:20

SLOT 91, AUDITORIUM

WTC

Future Technologies Conference:

**Virtual Reality:
Interface of the Future**

Virtual reality allows users to access the computer from inside the software. Its advocates feel strongly that it's the way of the future, and that the Macintosh is the linchpin in making it happen. Come to this session to find out more, and to meet some of virtual reality's leading movers and shakers . . .

Steven Levy, Contributing Editor, *Macworld*, 501 Second St., San Francisco, CA 94107 (Moderator);

John Perry Barlow, Cognitive Dissident, P.O. Box 1009, Pinedale, WY 82941;

David A. Smith, Founder and Director, R&D, Virtus Corporation, 117 Edinburgh S., Suite 204, Cary, NC 27511.

THURSDAY, AUGUST 8

2:30-3:50

SLOT 92, HARBORVIEW

WTC

You-Asked-for-It Conference:

**Time- and Life-Saving Tips
for the Small Office**

If you use a Macintosh in your small office, the 90 minutes you'll spend to attend this fact-packed session is just about the most profitable investment you could make, both for your business and for your sanity! Panelists will share their favorite time-saving Mac shortcuts, along with hard-learned lessons on how to reduce the chaos in a Mac home/small business. [Please note: this session will run from 2:30 to 3:50.]

Paul Parisi, Principal, Datalex Corporation, 62 High St., Suite 4, Topsfield, MA 01983 (Moderator);

Elisa Abel, Freelance Writer, 281 Harvard St., Suite 32, Cambridge, MA 02139;

Janet Attard, President, Attard Communications, 20 Fairway Dr., Centereach, NY 11720;

Scott Beamer, Contributing Editor, *MacWEEK*, 180 Stonewall Rd., Berkeley, CA 94705;

Marianne Carroll, Author/Consultant, 51 West 86th St., New York, NY 10024;

David Drucker, President, Drucker Associates, 9 Lilac Ct., Cambridge, MA 02140;

Leroy Lees, Past President, National Capitol Macintosh Club, 4 Inuvik Cres., Kanata, Ontario K2L 1A2.

THURSDAY, AUGUST 8

2:30-3:20

SLOT 93, COMMERCIAL

WTC

Education Conference:

**Supporting the Computing Needs of
Students**

Without an understanding for the costs associated with producing, distributing, and supporting products, academia sometimes demands more than industry can reasonably deliver, leaving students without timely access to the technology they need. On the other hand, companies that fail to give academic institutions the dedicated attention and flexible market-

ing policies they need will fail to penetrate the market and thus fail to have their products selected as campus standards. In discussing these issues, this panel will be an excellent learning experience for: educators and academic computing personnel who want to help students get the leading-edge technology, support services, and pricing they need; and for hardware and software vendors who want to learn more about this unique market, thereby bringing additional new products and technology to students.

Penny Blaisdell, Director of Academic Computing, Massachusetts Institute of Technology, 77 Massachusetts Ave., 11-314, Cambridge, MA 02139 (Moderator);

Burt Cummings, Higher Education Manager, Apple Computer, Inc., 20300 Stevens Creek Blvd., MS 36H3, Cupertino, CA 95014;

John Gregory, Office of Computing Services, Drexel University, Philadelphia, PA 19104;

Lewis Law, Director of Academic Computing, Harvard University, Oxford St., Cambridge, MA 02138;

Marcel Mendoza, President, Edutech, P.O. Box 51755, Pacific Grove, CA 93950.

THURSDAY, AUGUST 8

2:30-3:20
SLOT 95, ROOM E BEC

You-Asked-for-It Conference:

Real Estate Applications on the Mac

Real estate sales professionals are under ever-increasing pressure to computerize their operations, and the Macintosh is an ideal candidate. To help you get started, this session will provide an overview of Mac usage in the real estate market, as well as look at selected showcase sites, and demonstrate both vertical market software and templates for general purpose software. An invaluable 50 minutes for developers and users alike!

Joe Hallett, Consultant, 22370 S.W. Grahams Ferry Rd., Tualatin, OR 97062 (Moderator);

Jay Burnham, DeWolfe New England, 131 Dodge St., Beverly, MA 01915;

Ann Landau, Carlson Real Estate, 1775 Massachusetts Ave., Lexington, MA 02173;

Kathy Sulgit, Consultant, 851 Woodside Way, Suite 227, San Mateo, CA 94401;

Terrence R. Sullivan, RE/MAX Advantage Real Estate, 2 Enon St., Beverly, MA 01915.

THURSDAY, AUGUST 8

2:30-3:20
SLOT 96, ROOM F BEC

Programmer/Developer Forum:

The In's and Out's of INITs

Are you a programmer who has wanted to alter the behavior of the Macintosh? If so, you should know how to write an INIT. To the rescue: this panel of experienced INIT writers to answer your questions and provide tips on how to do it, what to do, and what not to do.

Steve Brecher, Owner, Software Supply, 731 Henrietta Ave., Sunnyvale, CA 94086 (Moderator);

Don Brown, Senior Programmer, CE Software, Inc., 1801 Industrial Cir., West Des Moines, IA 50265;

Alex Rosenberg, Author/Consultant, Apple Computer, Inc., 20525 Mariani Ave., Cupertino, CA 95014;

Barry Semo, Author/Consultant, P.O. Box 874, Cupertino, CA 95015.

THURSDAY, AUGUST 8

2:30-3:20
SLOT 97, ROOM G BEC

Entertainment Conference:

Desktop Video Hardware/Software Roundup

Macintosh-controlled video editing is an up-and-coming technology. The hardware is getting better every day, and prices are dropping rapidly. If you're interested in using a Mac to edit tape — and want to know what to use and how to use it — this exciting session is just what you need.

Bob LeVitus, Author/Consultant, 8903 Scottish Pastures Dr., Austin, TX 78750 (Moderator).

THURSDAY, AUGUST 8

4:00-4:50
SLOT 99, AUDITORIUM WTC

Future Technologies Conference:

The Outlook for Portables

Apple is being faced with a critical challenge from the PC/compatible market, where many new type of portables are proliferating; this session will discuss how Apple might choose to compete. Also to be discussed: notebook computers, hand-held devices, and pen-based computing, as well as cellular links, voice recognition, and IC memory cards as they relate to portable computers of the future.

Tom Moran, Associate Editor/News, *Macworld*, 501 Second St., San Francisco, CA 94107 (Moderator).

Steve Hix, InFocus Systems, Inc., 7770 S.W. Mohawk St., Tualatin, OR 97062;

Tom Rielly, Farallon Computing, Inc., 2000 Powell St., Suite 600, Emeryville, CA 94608.

THURSDAY, AUGUST 8

4:00-4:50
SLOT 100, HARBORVIEW WTC

Advanced User Conference:

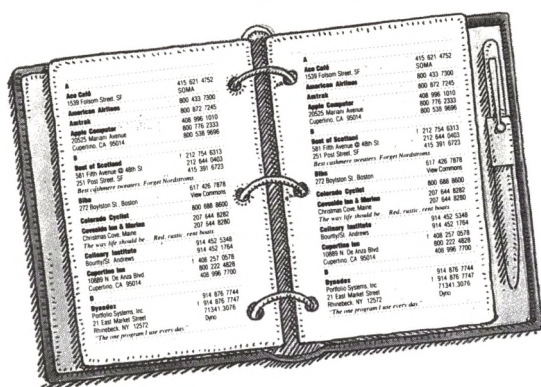
New Horizons in Desktop Presentations

No-nonsense tips for more advanced users on preparing the perfect presentation, including hard-hitting how-to's on maximizing the power of Persuasion and PowerPoint. These exceptionally skilled seminar leaders will show you how best to convey your ideas effectively and to get your message understood the very first time — quickly and economically.

Simon Klein and Margaret Frisch Klein, PageCrafters, 83 Parkhurst Rd., Suite 260, Chelmsford, MA 01824;

Roger C. Parker, The Write Word, 466 Central Ave., Suite 3, Dover, NH 03820.

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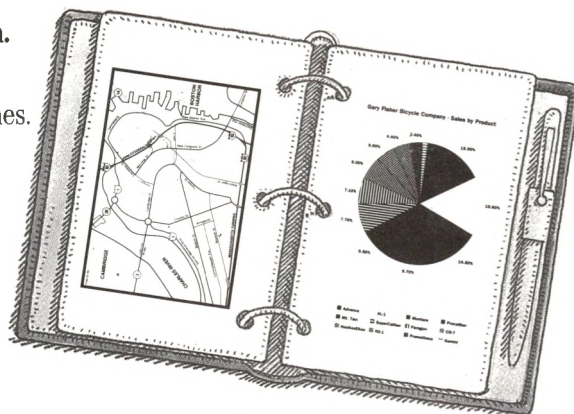
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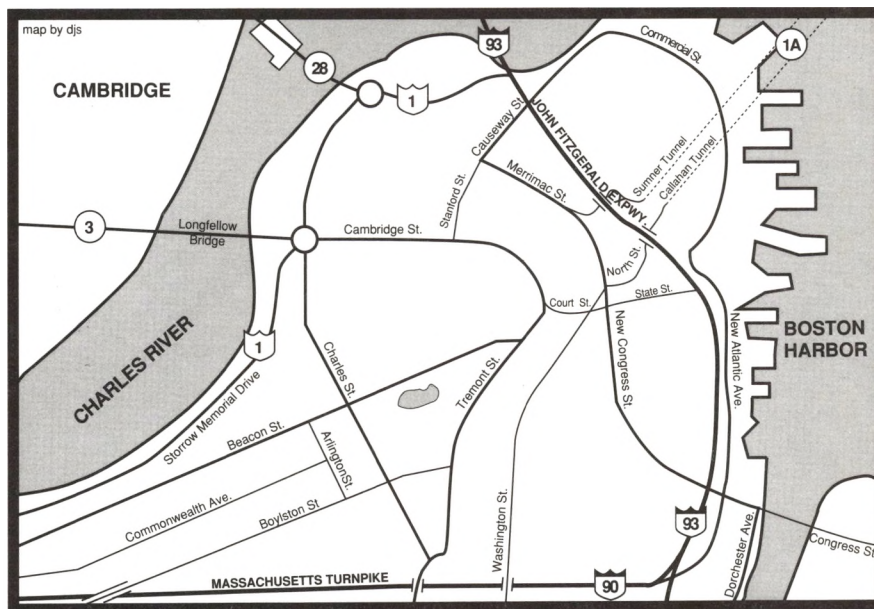
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THURSDAY, AUGUST 8

4:00-4:50

SLOT 101, COMMERCIAL WTC

Education Conference:

"Latest Hits" from the Macintosh School System

Canfield (Ohio) Local was the first school system in the U.S. to use Macintoshes exclusively from Kindergarten to the Superintendent's office. A small northeastern Ohio district, Canfield has 2300 students — and over 150 Macs! Several staff members will describe this year's "latest hits": those creations on the Mac that were tops — from a 350-page cookbook done by elementary students to a videodisk created by a high school teacher.

James Watkins, Superintendent, Canfield Local Schools, 100 Wadsworth St., Canfield, OH 44406;

Joe Rottenborn, Assistant Superintendent, Canfield Local Schools, 100 Wadsworth St., Canfield, OH 44406;

Loren Mitchell, Media Center Director, Canfield High School, 100 Cardinal Dr., Canfield, OH 44406;

Dave Costello, Social Studies Teacher, Canfield High School, 100 Cardinal Dr., Canfield, OH 44406;

Mark Shohayda, Art Teacher, Canfield High School, 100 Cardinal Dr., Canfield, OH 44406;

Jim Hartshorn, Industrial Technology Teacher, Canfield High School, 100 Cardinal Dr., Canfield, OH 44406;

Dave Izzo, Computer Teacher, Canfield Middle School, 42 Wadsworth St., Canfield, OH 44406;

Linda Guterba, Computer Teacher, C.H. Campbell Elementary, 300 Moreland Dr., Canfield, OH 44406;

Judy Neyman, Computer Teacher, Hilltop Elementary, 400 Hilltop Blvd., Canfield, OH 44406.

THURSDAY, AUGUST 8

4:00-4:50

SLOT 103, ROOM E

BEC

Advanced User Conference:

Automating Your Desktop

One of the major new features in System 7 is AppleEvents, which provides Inter-Application Communication so that one program can send commands/inquiries directly into the heart of a program. With AppleEvents, automating (or scripting) can talk directly to the application, bypassing the interface issues, making the process more speedy and reliable. This session showcases developers of scripting systems designed to work across all applications, who are straining at the leash to show you what they've come up with to make your desktop even more mind-boggling!

Don Brown, Senior Programmer, CE Software, Inc., 1801 Industrial Cir., West Des Moines, IA 50265;

Michael Odawa, President, Simple Software Development Company, 220 Redwood Hwy., Suite 42, Mill Valley, CA 94941;

Dave Winer, President, UserLand Software, Inc., 490 California St., Palo Alto, CA 94306.

THURSDAY, AUGUST 8

4:00-4:50

SLOT 104, ROOM F

BEC

Programmer/Developer Forum:

MacTutor Live!

Programmers and developers have been reading MacTutor for nearly as long as the Mac has been in existence. Now you can get it live! Come to this session prepared to plunge into tips, tricks, and techniques that concern every developer from beginner to professional. Don't miss this opportunity to get to know programming better!

Kirk Chase, Editor, *MacTutor*, 1250 N. Lakeview, Suite O, Anaheim, CA 92807 (Moderator);

John Ardussi, Masters Publishing, 3571 Pheasant Run, Suite 7, Ann Arbor, MI 48108;

Tim Cotter, Delta Tao Software, 760 Harvard Ave., Sunnyvale, CA 94087;

John May, Devil Mountain Development, 160 Brookside Pl., Danville, CA 94526;

Neil Ticktin, 101 California Ave., Suite 805, Santa Monica, CA 90403.

THURSDAY, AUGUST 8

4:00-4:50

SLOT 105, ROOM G

BEC

Entertainment Conference:

Animation Wizardry

The experts show you how to use MacroMind Director, HyperCard, and other products to incorporate animation into multimedia presentations. Topics include animation for Hollywood movies, television, and industrial applications.

Cathy Abes, Associate Editor/Departments, *Macworld*, 501 Second St., San Francisco, CA 94107 (Moderator);

Mike Backes, 2129 Coldwater Canyon, Beverly Hills, CA 90210;

Rodney Greenblat, President, New Art Products, 61 Crosby St., New York, NY 10012;

Adam Lavine, President, Specular International, P.O. Box 888, Amherst, MA 01004.

THURSDAY, AUGUST 8

5:00-5:50

SLOT 107, AUDITORIUM WTC

Future Technologies Conference:

The Future of High-End Display Systems

A rousing debate by the senior executives of leading peripheral companies who will assemble to discuss: the future of the video on the Mac (and other platforms); the market for 24-bit color; multiplatform issues; the movement from integrated peripherals to complete media systems; calibration; compression and acceleration; and more.

Barry James Folsom, President, Radius, Inc., 1710 Fortune Dr., San Jose, CA 95131;

Mike McConnel, President, SuperMac Technology, 485 Potrero Ave., Sunnyvale, CA 94086;

Kieth Sorenson, President, RasterOps, 2500 Walsh Ave., Santa Clara, CA 95051;

Steve Vollum, President, E-Machines, Inc., 9305 S.W. Gemini Dr., Beaverton, OR 97005.

THURSDAY, AUGUST 8

5:00-5:50

SLOT 108, HARBORVIEW WTC

Advanced User Conference:

Resolving System Conflicts

Ever had your system crash? System conflicts are often the cause. This session deals with managing your Macintosh system to reduce problems, covering both System 6 (INITs and CDEVs) and System 7 (Extensions). You won't want to miss this one . . .

Steven Bobker, Contributing Editor, *MacUser*, 950 Tower Ln., Foster City, CA 94404;

Glenn Brown, Co-Author, *INITInfo*, 12 Monterey Dr., Nepean, Ontario K2H 7A6.

THURSDAY, AUGUST 8

5:00-5:50

SLOT 109, COMMERCIAL WTC

Education Conference:

Multimedia in Education

Educators competing with television and video games for students' attention may already be gravitating toward multimedia solutions. But how expensive is it to add sound, color, and motion to the curricula, and how effective are the current teaching aids? This panel will answer these and raise related questions, as well as demo some of the more intriguing applications.

Suzanne Stefanac, Senior Associate Editor/Features, *Macworld*, 501 Second St., San Francisco, CA 94107 (Moderator);

David Bohrmann, Executive Director, ABC News Interactive, 7 West 66th St., New York, NY 10023;

Dr. Ching-Chih Chen, Professor and Associate Dean, Graduate School of Library & Information Science, Simmons College, 300 The Fenway, Boston, MA 02115;

Bob Judd, Principal, Bob Judd Productions, 6 Greenleaf Woods Dr., Portsmouth, NH 03842;

Dr. Alastair Sweeny, President, Ottawa Researchers, P.O. Box 6082, Station J, Ottawa, Ontario K2A 1T1.

THURSDAY, AUGUST 8

5:00-5:50

SLOT 111, ROOM E

BEC

You-Asked-for-It Conference:

Stupid Mac Tricks

Who says using a computer has to be all work? Let's bring some fun back to personal computers! Spend an hour with "Dr. Macintosh" and his collection of useless, silly, stupid, or otherwise essential programs, pranks, and practical jokes culled from his two best-selling books, *Stupid Mac Tricks* and the just-released *Son of Stupid Mac Tricks* [Addison-Wesley]. See fish swimming in the Finder! Hear a moose talk and a Mac burp! Watch the screen melt! Experience Ronald Reagan speaking! and much, much more, including hilarious practical jokes you can play on your friends.

Bob ("Dr. Macintosh") LeVitus, Author/Consultant, 8903 Scottish Pastures Dr., Austin TX 78750.

THURSDAY, AUGUST 8

5:00-5:50

SLOT 112, ROOM F

BEC

Programmer/Developer Forum:

Meet the Programmers!

The perennial Macworld Expo favorite! An open forum discussion with leading Macintosh programmers discussing hot new areas and tried-and-true tricks of the trade. Don't miss this opportunity to ask questions of these influential developers, to find out what they're up to, and to gain meaningful insights and feedback on development ideas!

Bruce Webster, Contributing Editor, *Macworld*, 501 Second St., San Francisco, CA 94107 (Moderator);

Loftus E. Becker, Jr., University of Connecticut Law School, 65 Elizabeth St., Hartford, CT 06105;

Dennis Brothers, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;

Don Brown, CE Software, 1854 Fuller Road, West Des Moines, IA 50265;

Dave Mark, Author, 2534 North Jefferson St., Arlington, VA 22207;

Doug McKenna, Mathemaesthetics, Inc., P.O. Box 67-156, Chestnut Hill, MA 02167;

Dave Neal, Symantec Corporation, 135 South Rd., Bedford, MA 01730;

Scott Watson, Freesoft Company, 150 Hickory Dr., Beaver Falls, PA 15010;

Joel West, Palomar Software, P.O. Box 120, Oceanside, CA 92054.

THURSDAY, AUGUST 8

5:00-5:50

SLOT 113, ROOM G

BEC

Entertainment Conference:

Macs, MIDI, Media:

Creating and Using Desktop Music

Professional film and video use elaborately produced music and sound to reinforce the visuals. These productions used to be an expensive proposition. Now, however, Macintosh music and sound tools help anyone use music for business or pleasure, and do it on the desktop. Our presenters will discuss MIDI with video, algorithmic composition software, entry-level MIDI, and sources of pre-produced "clip music."

Craig O'Donnell, Freelance Writer/Audio Industry Product Manager, 87 Pearson Rd., Somerville, MA 02134 (Moderator);

Al Hoppers, CEO, Dr. T's Music Software, Inc., 100 Crescent Rd., Suite 1-B, Needham, MA 02194;

David Kusek, President, Passport Designs, Inc., 625 Miramontes St., Half Moon Bay, CA 94019;

Paul D. Lehrman, Author/Musician, 184 Palmer St., Arlington, MA 02174.

David Pogue, Contributing Editor, *Macworld*, 501 Second St., San Francisco, CA 94107.

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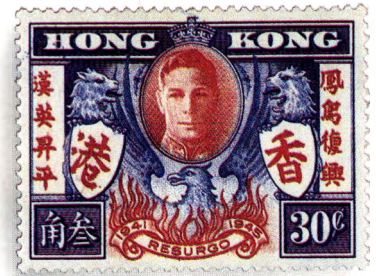
Where In The World



MACWORLD EXPO/VIENNA
Growth in number of Macintosh computers purchased in Austria during 1990: 62%



MACWORLD EXPO/HELSINKI
Growth in number of Macintosh computers purchased in Finland during 1990: 67%



MACWORLD EXPO/ASIA
Growth in number of Macintosh computers purchased in Hong Kong during 1990: 37%



MACWORLD EXPO/EUROPE
Growth in number of Macintosh computers purchased in The Netherlands during 1990: 56%



MACWORLD EXPO/BERLIN
Growth in number of Macintosh computers purchased in Germany during 1990: 66%



MACWORLD EXPO/NEW ZEALAND
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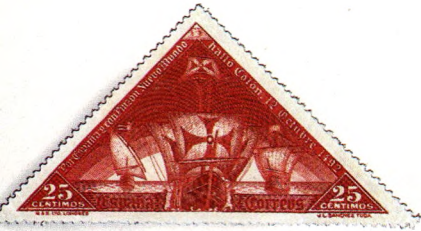
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* SOURCE: International Data Corporation, August 1990.

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Growth in number of Macintosh computers purchased in France during 1990: 73%



MACWORLD EXPO/STOCKHOLM
Growth in number of Macintosh computers purchased in Sweden during 1990: 73%



MACWORLD EXPO/TOKYO
Growth in number of Macintosh computers purchased in Japan during 1990: 36%



MACWORLD EXPO/AUSTRALIA
Growth in number of Macintosh computers purchased in Australia during 1990: 22%

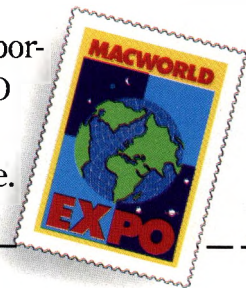


MACWORLD EXPO/BIRMINGHAM
Growth in number of Macintosh computers purchased in the U.K. during 1990: 53%

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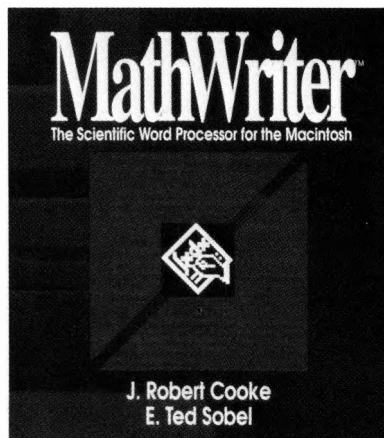
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CONFERENCE FACULTY AT A GLANCE

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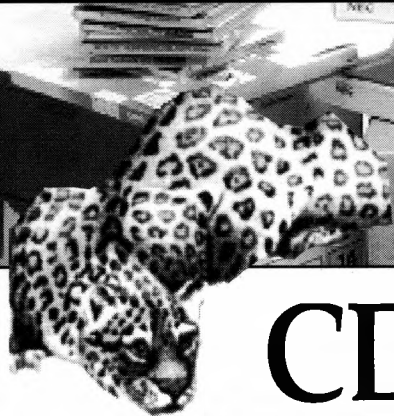
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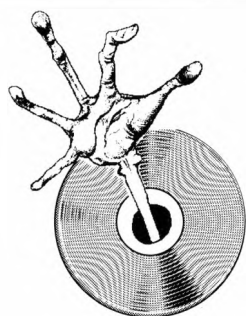


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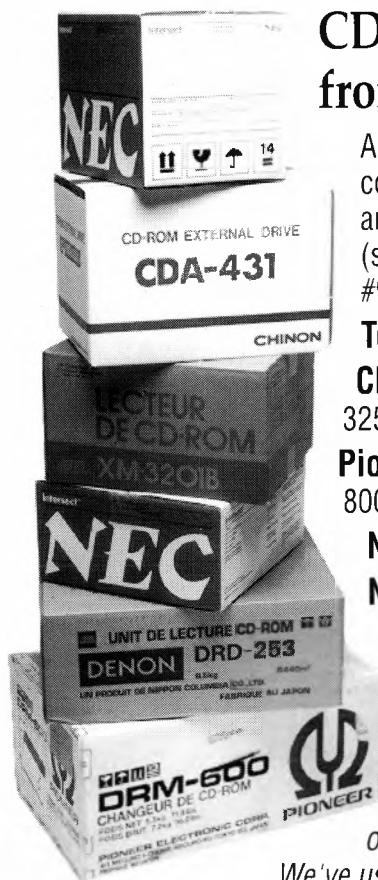
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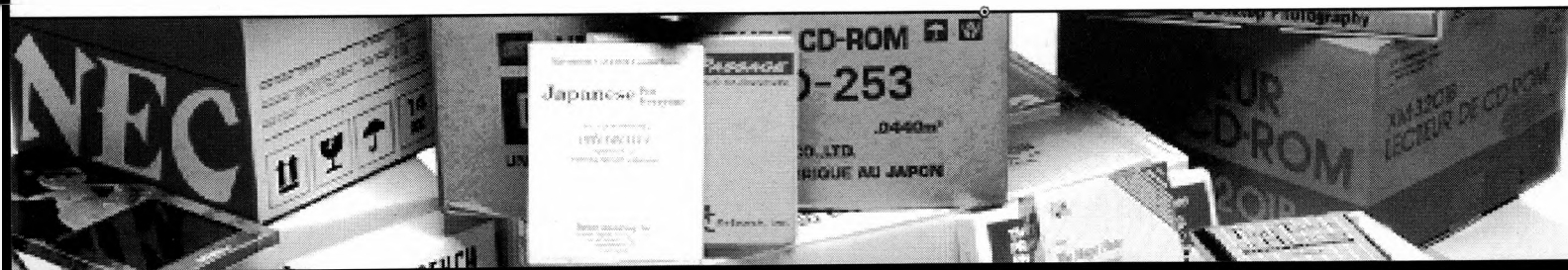
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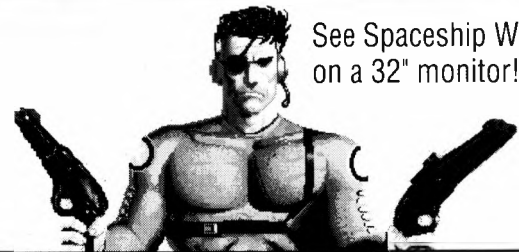
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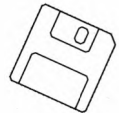
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Apple is also hosting a special technology preview of QuickTime.™ QuickTime is a revolutionary extension to Macintosh system software that provides exciting new capabilities for the Macintosh. It is a new architecture for the integration of dynamic data types—such as sound, video and animation—that will stimulate new directions in personal computing for years to come. QuickTime will empower applications to integrate dynamic media in a consistent, mainstream fashion.

**The System 7 sessions and the QuickTime Technology preview are in one convenient location—
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Sessions

Upgrading to System 7 for Individuals

Tuesday, August 6, 4:00 P.M. - 5:00 P.M.

Wednesday, August 7, 5:00 P.M. - 6:00 P.M.

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Ready to make the move up to System 7? Come to this session and learn the essentials about upgrading your Macintosh to System 7. People from the System 7 team will cover all the aspects of upgrading and also offer some great tips on how to get the most from System 7.

Upgrading to System 7 for Computer Managers

Tuesday, August 6, 5:00 P.M. - 6:00 P.M.

Thursday, August 8, 4:00 P.M. - 5:00 P.M.

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Are you a computer manager or network administrator who is planning an upgrade to System 7 for your organization? If so, this session is for you! We'll cover everything you need to know to plan, prepare and implement the upgrade to System 7 inside your organization. Find out about recommended transition strategies, administrator tools, AppleTalk Phase I v. Phase II networking, and more!

Understanding IAC

Wednesday, August 7, 4:00 P.M. - 5:00 P.M.

Thursday, August 8, 5:00 P.M. - 6:00 P.M.

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InterApplication Communications (IAC) is the hot new System 7 technology that everyone is talking about. We'll cover it all— from the new Publish & Subscribe feature, which gives you a dynamic version of Copy & Paste—to AppleEvents! You'll see IAC demonstrated in applications that are available today.

QuickTime Technology Preview

Tuesday, August 6, 10:00 A.M. - 4:00 P.M.

Wednesday, August 7, 10:00 A.M. - 4:00 P.M.

Thursday, August 8, 10:00 A.M. - 4:00 P.M.

Friday, August 9, 10:00 A.M. - 3:00 P.M.

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Apple presents a preview of what some of Apple's 3rd party developers are doing to bring QuickTime technology to mainstream Macintosh applications. Application areas being represented include: Business, Education, Productivity, Presentation, Science & Engineering, and Entertainment among others. More than a dozen 3rd party hardware and software developers will be participating. This preview is open to all Macworld attendees.

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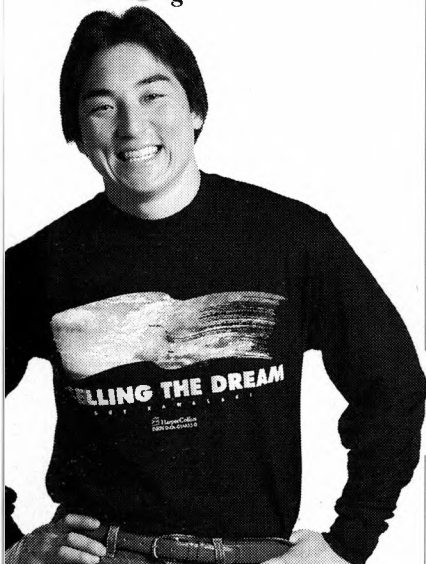
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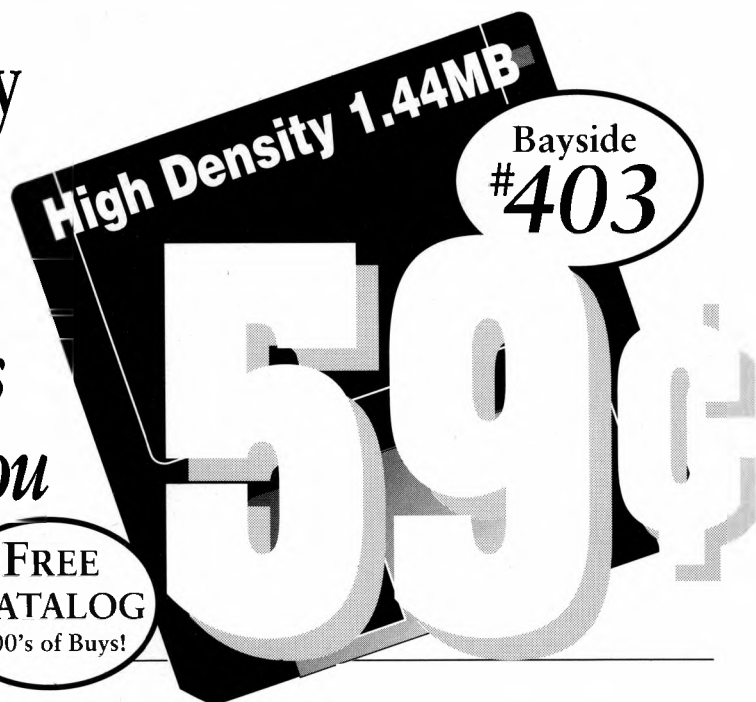
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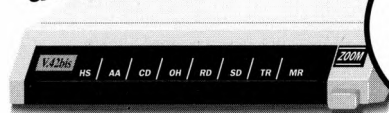
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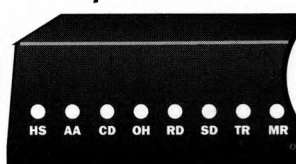
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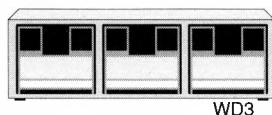


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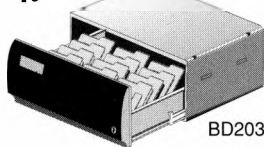
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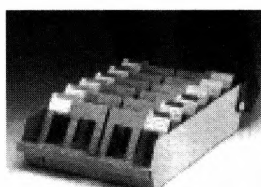
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Since 1982, Americal Group has been a major distributor of magnetic media, printer ribbons, toner, fax paper and other computer supplies and accessories. Americal will display its famous "NO-PROBLEM" Lifetime Guaranteed BULK DISKS, as well as branded products—DISKS by Sony, 3M, JVC, KAO, Maxell, BASF, Dysan and Verbatim, and DATA CARTRIDGES & TAPES by 3M, Sony, BASF, Dysan and Verbatim. Disks will be displayed in a wide range of colors and packaging. Also displayed will be an assortment of computer supplies, toner, ribbons, disk storage cases, fax-modems and other peripherals from our 48-page catalog.

See our ad on page 47.

American Power Conversion 810
132 Fairgrounds Rd.
W. Kingston, RI 02892

BEC

American Power Conversion is a leading manufacturer of Uninterruptible Power Supplies (UPS). UPSs are designed to protect computers and other sensitive electronic equipment from the hazards of the raw utility power, such as blackouts, brownouts, spikes, surges and line noise. APC's product line ranges from 110VA, designed for the Macintosh, to 2000VA for several supermicro computers or a clustered network.

Amiable Technologies 650
3508 Market St. Suite 210
Philadelphia, PA 19104

BEC

Animas Technologies, Inc. 1636
2605 E. Cedar St.
Ontario, CA 91761

BEC

M

Animas, manufacturer of Macintosh peripherals, will display its full line of products which include: The True Gray-Scale Hand Scanner, AS-C105 Color Hand Scanner, and TracMouse. Bundled with Enhance software by MicroFrontier, the remarkable True Gray-Scale Hand Scanner scans images in 256 shades of gray and supports resolutions from 100-400 DPI. The Color Hand Scanner features unique color scanning and editing capabilities and the TracMouse is the ultimate alternative to your pointing device.

Ansan Industries, Ltd. 447
4704 American Road
Rockford, IL 61109

BEC

M

The I/O Port System™ family of interface products connects your Macintosh computer to the real world. Sense, monitor, and control anything that produces or responds to electrical signals. Extremely friendly MasterControl™ software lets you control your world. Ansan makes automation simple for home, office, manufacturing, and research.

Aperture Technologies, Inc. 1415
84 West Park Pl.
Stamford, CT 06901

BEC

Manage your network more effectively with Aperture Network & Resource Manager. Link floor plans of your buildings, patch panels and organization charts to data on each element in your drawing and run the reports you need. Whether you're planning to upgrade your network, responding to organizational changes, or just another day of support, Aperture Network & Resource Manager is the tool that will allow you to stay in control. Includes symbol library capabilities, import/export of DXF files, video tutorials.

Apple Computer, Inc. 5440 WTC
20525 Mariani Ave. MS 2Z
Cupertino, CA 95015
See our ads on pages 4-5, 16-17 and 43.

Applied Engineering 338 BEC
3210 Beltline Rd. # 154
Dallas, TX 75234

Applied Engineering designs, manufactures and markets more than one hundred hardware and software enhancement products for Apple personal computers. They have been producing peripherals for Apple computers since 1979. Applied Engineering's current line of Macintosh products includes accelerators, data/fax modems, memory boards and a four-port serial card.

Argosy Software, Inc. 610 BEC
113 Spring St., 5th Fl.
New York, NY 10016

Argosy Software, Inc. is dedicated to the development of high performance PC connectivity products for the Mac. ASI's product line includes products which let you run DOS programs in a window on the Mac and translate between over 30 Mac and PC word processing formats.

Aries Systems Corp. 5619 WTC
One Dundee Pk.
Andover, MA 01810

Knowledge Finder® is a powerful search-and-retrieval tool for accessing the biomedical literature, designed for use by both novice and experienced searchers. The MEDLINE® and CANCERLIT® databases, prepared by the National Institutes of Health, contain descriptive citations to approximately 6 million medical journal articles published since 1966. Aries Systems publishes selections from these databases on CD-ROM optical disc storage. Knowledge Finder, which runs on Apple® Macintosh® and

IBM® computers, provides easy, economical, and powerful access to these CD-ROM databases. Personal, institutional, and network database and software licenses are offered.

Ars Nova Software 426 BEC
Box 637
Kirkland, WA 98083

Practica Musica is the leading music training package for the Macintosh, covering both theory and ear training. Songworks, for Fall release, will notate tunes played on either the computer key board or a MIDI keyboard; provides chordal accompaniment and suggests ideas for melody and harmony; results can be edited and printed.

ARTBEATS 1810 BEC
3880 El Camino Dr.
San Bernardino, CA 92404 **M**

ARTBEATS is a company dedicated to developing the highest quality background art available for desktop publishing and multimedia. Their line of critically acclaimed EPS backgrounds will be available for demonstration and sale at their booth (3.5" disks or CD-ROM format). Latest releases: Backgrounds For Multimedia, Dimensions Volume 3.

Articulate Systems 1710 BEC
600 West Cummings Pk. Suite 4500
Woburn, MA 01801 **M**

Voice Navigator® II, *MacUser's* 1990 Best Input Device, allows you to control any application by voice. It recognizes any accent, any language. Voice Impact™ and Voice Impact II allow you to record and edit sound. Voice Record™, sound recording and editing software, is available separately for LC and IIx owners.

Asanté Technologies, Inc. 526 BEC
404 Tasman Dr.
Sunnyvale, CA 94089

Asanté manufactures a complete line of thick, thin and 10BaseT Ethernet network cards for all Macintosh platforms. Our network cards are known for their low chip count, 32-bit performance, and complete compatibility with Novell, 3Com, AppleShare and other network operating systems. Asanté also manufactures a 10BaseT Ethernet hub with 14 ports that may be connected simultaneously, and interchangeable back panels for connecting to a telephone system punch-down block, or directly to each computer. Stop by the Asanté booth and see why we are quickly becoming the leaders in Macintosh networking.

ASD Software, Inc. 425 BEC
4650 Arrow Hwy. Suite E-6
Montclair, CA 91763

ASD Software will be demonstrating FileGuard™ 2.7, rated the number 1 security software package by *MacUser*—April 1991; MaccessCard Reader™, magnetic-card access control for your Macintosh that can be trained to read any magnetic card; PrintGuard™, printing control and tracking system; Planisoft, workgroup scheduler. All software is System 7.0 compatible.

AT&T Graphics Software Labs 669 BEC
3520 Commerce Crossing Suite 300
Indianapolis, IN 46240 **M**

AT&T Graphics Software Labs, a leading distributor of professional, full-color graphic design and video production software, demonstrates MacTOPAS and Cinema. MacTOPAS, an integrated 3-D modeling, rendering and animation environment, offers unparalleled features, quality and speed. Cinema, a professional video-editing application, offers broadcast-quality insert and assemble editing on the desktop.

ATTO Technology, Inc. 354 BEC
1576 Sweet Home Rd.
Amherst, NY 14226

ATTO Technology was the first to introduce solid-state disk technology into the Mac market with its SiliconDisk PRO. ATTO will be displaying its new SIMM based SiliconDisk and its new SiliconExpress SCSI-2 Coprocessor card. These products significantly increase performance for disk intensive applications such as prepress, databases, image processing, and printing. ATTO is also the leading manufacturer of Cache cards for the IICI and the IISI. ATTO engineers its products to exacting standards in order to deliver the maximum performance out of your Macintosh.

Aurora Industries 612 BEC
60 Skiff St. Suite 1011
Hamden, CT 06517-1017

For direct sales of Macintosh peripherals, Aurora Industries is the value leader. Aurora offers the lowest prices on new, used, and refurbished internal and external hard disk drives, SIMMs and memory products, cables and connectors, and other peripherals for all Macintosh models. Every purchase comes with a 30 day money back guarantee.

Autographix Overnight Slide Service 2119 BEC
63 Third Ave.
Burlington, MA 01803

Autographix produces the highest-quality, color 35mm slides, overheads, prints, 4x5 and 7x9 transparencies, posters, and flipcharts from PostScript files and today's best-selling Macintosh graphics packages. Files can be sent by modem or diskette to any of the twenty service centers worldwide. Call Customer Support at 800-548-8558 (extension 6440) for locations.

Autologic 344 BEC
1050 Rancho Conejo Blvd.
Thousand Oaks, CA 91320

Avatar Corp. 5551 WTC
65 South St.
Hopkinton, MA 01748

Avatar Corp. will display its MacMainFrame Series of Macintosh-to-IBM mainframe communications solutions. With MacMainFrame, any Macintosh user on Token-Ring, SDLC, and coaxial networks can access IBM mainframes as standalone workstations, or in gateway configurations over any AppleTalk network. MacMainFrame provides the same services to all Macintosh users, including multisession support; host file transfer capabilities; terminal and printer emulations; and mainframe graphics support.

Avery Dennison - Commercial Products Div. 5524 WTC
818 Oak Park Rd.
Covina, CA 91724

Avery will be introducing the Personal Label Printer, the easiest way to print great looking labels one-at-a-time. In addition, the MacLabelPro line of label making software will be exhibited. New supply products shown include Name Badge Laser Labels, Audio and Video Cassette Laser Labels, IndexMaker (a new way to make custom indexes from your laser printer) and ColorFrames, clear overheads with a color border.

AV VIDEO/COMPUTER PICTURES 5007 BEC
25550 Hawthorne Blvd., #314
Torrance, CA 90505

AV VIDEO/COMPUTER PICTURES — Two magazines providing a network in communications. AV VIDEO, a maga-

zine covering production and presentation technology written for the hands-on professional. COMPUTER PICTURES, a magazine written for creators and producers of graphic presentations.

Bananafish Software, Inc. 647 BEC
730 Central Ave.
San Francisco, CA 94117 M

Bananafish Software introduces the latest version of ThoughtPattern™, an integrated file and information management tool, designed to help you in the real-world organization of information. ThoughtPattern™ is the only product which lets you record, catalogue, and retrieve all your information—from notes and reminders to spreadsheets and images—in a flexible and logical manner.

Baseline Publishing, Inc. 5562 WTC
1770 Moriah Woods Blvd. Suite 14
Memphis, TN 38117-7118

Baseline Publishing presents the Preferred Solution Series of software titles recently acquired from Preferred Publishers. Included are major upgrades to old favorites such as Vantage and DAtabase, and DoubleTalk. Also, new and upgraded products for MacPAKS series will be unveiled including the INIT Info system conflicts analyser and INIT Manager 2.0.

Beacon Technology, Inc. 1110 BEC
P.O. Box 49788
Colorado Springs, CO 80949

The Bible comes to life on your computer! See HyperBible 2.0, Begat, Gems of the Word and new HyperBible for Windows demonstrated. Also take advantage of great show specials for you and your friends! Very innovative, hypertext Bible study tools that are useful and fun!

Beagle Bros, Inc. 1844

6215 Ferris Sq. Suite 100
San Diego, CA 92121

BEC

Beagle Bros, Inc. has developed software for Apple computers for over 10 years. In 1989, the company introduced Flash™, a file transfer program that has received rave reviews. This August, Beagle Bros will introduce a revolutionary product for the Macintosh. This unprecedented program will be showcased for the first time at Macworld.

Berkeley Systems, Inc. 5142 WTC

1700 Shattuck Ave.
Berkeley, CA 94709

It's here, it's M.A.D.! It's More After Dark—Over 20 brand new displays for After Dark, the Ultimate Screen Saver Collection. See contest winners Mowin' Man, Tunnel and GraphStat, along with lots of weird new fish! Fractal patterns, Museum of Modern Art and game modules join Flying Toasters to help save screens from phosphor burn-in.

See our ad on page 21.

Bimillennium Corp. 636

101 Albright Way
Los Gatos, CA 95030

BEC

Bimillennium is a new engineering and scientific software company featuring HiQ, the first completely integrated software system for solving "real world" problems in engineering, mathematics, and the applied sciences. Through HiQ's intuitive, custom-designed interface and editors, you can quickly solve complicated problems or manage the data, analysis methods, and results of a lengthy project with over 100 sophisticated algorithms, 2D & 3D interactive graphics, 500 built-in functions, and QScript—the first 4GL for engineers and scientists.

See our ad on page 73.

Bit31, Inc. 237

1817 Rial Lane
Los Angeles, CA 90077

BEC

Bit31 is exhibiting Selectics, a database combinations selector and sequencer. Selectics finds combinations of records which as a group satisfy a certain criteria. Its versatile random selection capabilities allows biased random selection and open ended sequencing. The exhibit demonstrates applications in A/P scheduling, student/teacher/course assignment and more.

Blackhole Technology, Inc. 1106

225 East St.
Winchester, MA 01890

BEC

Blackhole Technology is currently showing two new products. The new 4MM half high, helical scan drive holds up to 2.6 GB of data and has the same features as the original 9 track and 8MM systems. The new M-PACKS removable disk drive is a mass storage device for those who need a high security drive.

BMUG 314, 5215

1442A Walnut St., #62
Berkeley, CA 94709

BEC

WTC

BMUG is an educational, non-profit corporation promoting the exchange of information. BMUG's 8000+ members, computing in 47 countries around the world, support its weekly meetings, 16-line BBS, helpline, and publications. The BMUG software library is one of the largest, with over 500 disks of shareware and HyperCard stacks. Membership, disks, BMUG publications and PD-ROM II will be available. Technical questions will also be answered.

Boston Computer Society 1612

48 Grove St.
Somerville, MA 02144

BEC

Bright Star Technology, Inc. 5767

1450 114th Ave., S.E. Suite 200
Bellevue, WA 98004

WTC

M

New from Bright Star Technology is "At Your Service." This utility adds a personal assistant to your Macintosh, with real-life motion and digitized sound. Phil tracks your schedule, monitors your keyboard and mouse activity, reminds you to take a break, notifies you when E-mail arrives, and reports details of your Mac system to you. At Your Service uses the HyperAnimation technology developed by Bright Star and available to you through inter-FACE, the facial animation construction toolkit. This same technology is used in our reading/phonics educational programs for preschool and beginning readers. Preview our Japanese learning program.

Brøderbund Software, Inc. 5214

17 Paul Dr.
San Rafael, CA 94952

WTC

M

Brøderbund is showcasing TypeStyler™, BannerMania™, Kid Pix™ and Just Grandma and Me™. TypeStyler is a highly acclaimed text manipulation program that allows you to achieve dramatic special effects with display type. BannerMania creates colorful banners, signs, bumper stickers and posters in unique styles and effects. Kid Pix is a paint program just for kids with special effect art tools, sounds, magic screen transformations and picture stamps. And, Just Grandma and Me is the first in a series of interactive "Living Books" on CD-ROM.

Brooks/Cole Publishing Company 419

511 Forest Lodge Rd.
Pacific Grove, CA 93950

BEC

Brooks/Cole Publishing Company, a leading publisher in mathematics and the sciences cordially invites you to view our newest software offerings: MATH-WRITER, A Scientific Word Processing

Program: MAPLE FOR THE MACINTOSH: CALCULUS T/L; BEAKER, An Expert System for the Organic Chemistry Student; SURFACE PLOTTER: IMAGE-CALCULUS, Version 1.4; TEMATH: Tools for Exploring Mathematics.
See our ad on page 39.

**Byte Magazine/
McGraw-Hill 5265** **WTC**
One Phoenix Mill Lane
Peterborough, NH 03458

C.A.R., Inc. 342 **BEC**
7009 Kingsbury
St. Louis, MO 63130

C.A.R., Inc. produces the popular EPS Graphics Library: Clipables. Clipables has been rated one of the finest and most extensive libraries produced for the Macintosh. The latest version of Clipables consists of more than 1100 beautifully rendered illustrations, covering topics ranging from Business to Maps to Sports. Special show pricing.

See our ad on page 81.

Caere Corp. 5152 **WTC**
100 Cooper Court
Los Gatos, CA 95030

CalComp 256 **BEC**
2411 West La Palma
Anaheim, CA 92801

CalComp will demonstrate its line of color thermal printers, small format digitizers and graphics cards and monitors.

**Calera
Recognition Systems 824** **BEC**
2500 Augustine Dr.
Santa Clara, CA 95054

Calera's WordScan family of low-cost, highest accuracy OCR products allow quick entry of existing documents into any word processing, database, page layout or spreadsheet application. WordScan reads

virtually any document including dot matrix print as well as reading incoming fax files. Exclusive productivity features include the Pop-Up Verifier, Deferred Processing, AutoClipping and style sheets.

Calisé 110 **BEC**
(Formerly New Wave Executive)
228 Hawthorne Blvd. Suite 221
Torrance, CA 90505

Calisé (formerly New Wave Executive) presents the ultimate in computer carrying cases. Designed to provide the maximum computer protection, durability and function. Calisé features include 1000 denier Cordura fabric, 1" thick foam padding, and convenient accessory compartments. Calisé's line offers over 15 styles including the Mac Classic, SE, SE30 STD./EXT. Key Boards, Mac IIFX, SI, LC, LC Monitor-Combo, HP Deskwriter, Imagewriter, Stylewriter and Lap Tops. Exciting neon colors available. Offered also are stylish diskwallets & mouse pads.

Canon USA, Inc. 1816 **BEC**
One Canon Plaza
Lake Success, NY 11042-1113

Canon Still Video System Division will be demonstrating their SV computer imaging kits, both XAP shot and professional versions; and the full line of the electronic image integration products for the Macintosh. Canon will also exhibit the color laser copier and magneto optical drive.

Caravelle Networks Corp. 162 **BEC**
301 Moodie Dr. Suite 306
Nepean, Ontario, Canada K2H 9C4

Caravelle develops Mac-to-Mac network software including: FileShare, a tool for sharing files across zones, that offers multiple file transfers, background operation and security; TextPhone that lets users talk to each other and leave messages; Net-WORKS monitors networks and reports problems via alarms, graphics, electronic mail or pager, keeping network

managers in touch regardless of their location; Decision Maker, a tool for decision making, problem solving and conferencing across networks.

Casady & Greene, Inc. 5552 **WTC**
22734 Portola Dr.
Salinas, CA 93908

Casady & Greene, Inc. is extremely proud to announce seven new exciting Mac products in 1991. The Fluent Laser Fonts™ Library™ includes 79 Postscript/Type 1 fonts and 79 TrueType™ fonts in the same package. The TrueType Starter Set includes 22 TrueType fonts in a rich variety. The A.M.E.™ security package has been upgraded to version 2.0. QuickDEX™ II has arrived, along with Super QuickDEX. Plus two exciting new game titles: Splash™ and Glider™!

Cayman Systems, Inc. 415 **BEC**
26 Landsdowne St.
Cambridge, MA 02139

Cayman Systems will demonstrate our line of Macintosh-Ethernet connectivity products, including the GatorBox CS Local-Talk-Ethernet gateway. The GatorBox CS supports AppleTalk, TCP/IP and DECnet networks and runs GatorShare CS, software which provides file and printer sharing between Macintoshes and UNIX machines. GatorMail is a bridge from Quick-Mail or Microsoft Mail to UNIX (SMTP) mail. GatorCards are Ethernet cards for the Macintosh.

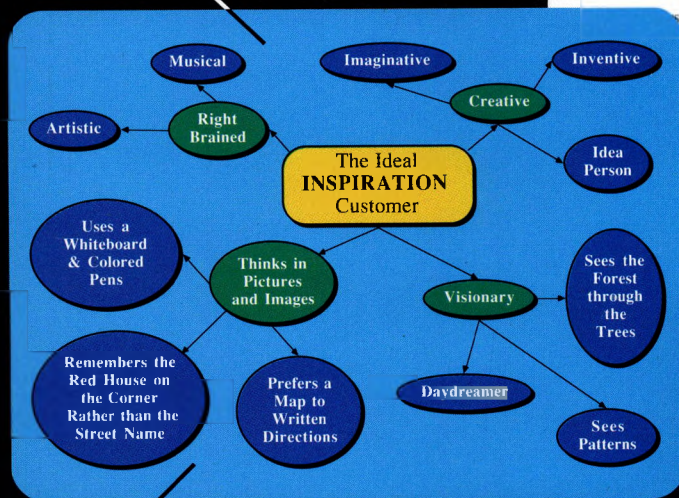
CD Technology, Inc. 450 **BEC**
780 Montague Expwy., #407
San Jose, CA 95131

CD Technology markets the following multimedia products. Famous Images CD-ROM: Contains 1500 high quality images of famous people, scenery, places, historic sites - royalty free, perfect as multimedia content. CD Porta-Drive: The best-rated and most recommended CD-ROM drive in

**New
Version!**

SEE WHAT A LITTLE INSPIRATION™ CAN DO.

Easily create visual maps. Concentrate on the content not the drawing.



Unstructured graphical environment promotes creativity.

Instantly switch to Outline View. Organize and develop your ideas.

Customer Profile Analysis

INSPIRATION is the only visual thought processor available today. There is a niche market for the product among visual thinkers, who are characterized as follows:

Thinks in Pictures and Images

- Uses a whiteboard and colored pens

• Uses a map to written directions

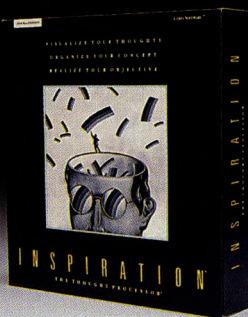
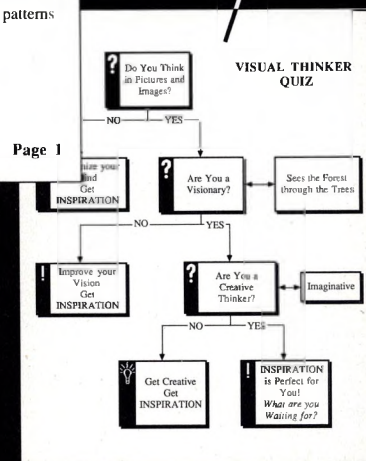
• Remembers 'red house on the corner' rather than street name

• Sees the big picture, able to pick out patterns

• Brainstormer, brainstorms often

• Creative

Powerful diagramming tools produce easy to read charts and presentation visuals.



INSPIRATION™
THE VISUAL THOUGHT PROCESSOR™

Ceres Software, Inc.
2520 S.W. Hamilton St.
Portland, OR 97201
503-245-9011 • 800-877-4292

**Come See for Yourself
Booth 527
Bayside Expo.
Center**

Because The World Isn't Grey

Come See Us
At Booth #620



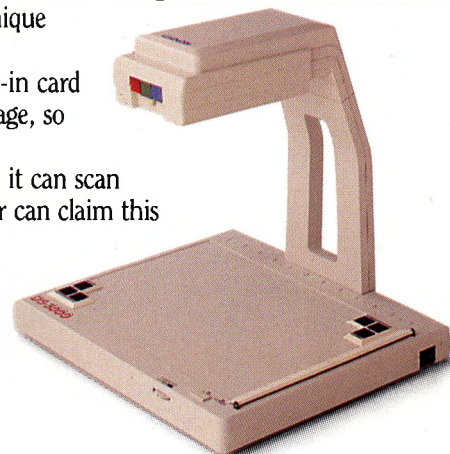
Chinon's New Color Scanner. Under \$1,000!

It's time to colorize your world! Chinon's new color scanner is an incredible price breakthrough that has made color scanning affordable. Plus you'll get all the other benefits of our unique scanner.

With OCR software you can input text without retyping it. With a simple add-in card your computer becomes a full-featured fax. And DS-3000 scans almost any graphic image, so it's perfect for desktop publishing.

Chinon's unique overhead scanning design and proprietary technology means it can scan books—or even three-dimensional objects (of up to 3/4" in height). No other scanner can claim this capability.

DS-3000 is available for IBM and compatibles or Macintosh computers, so color scanning is now available—and affordable—for everyone. Call Toll-Free for the Chinon Dealer nearest you—and stop scanning a grey world.



Chinon America, Inc.
660 Maple Avenue
Torrance, CA 90503

CHINON

Toll Free (800) 441-0222
In California (213) 533-0274

the industry. Ideal for importing multimedia graphics and sound. HD Porta-Drive: Designed for the multimedia applications featuring fast 100MB, 200MB and 500MB Conner mechanism drives.

CE Software, Inc. 5004 WTC
1801 Industrial Cir.
West Des Moines, IA 50265

With over 350,000 QuickMail users worldwide, CE Software is the leading supplier of electronic mail for the Macintosh. CE's major products include QuicKeys 2.1, the System 7-savvy version of the leading Macintosh macro product; Tiles, the intelligent desktop; Amazing Paint, Alarming Events, DiskTop.

Ceres Software, Inc. 527 BEC
2520 S.W. Hamilton St.
Portland, OR 97201 **M**

Expand your mind with a trip to see INSPIRATION™ 3.0. Come see the latest version of this visual thought processor. INSPIRATION integrates easy-to-use diagramming with powerful outlining. Brainstorm and plan visually, then instantly transform concepts into outlines, documents, plans, flow diagrams, tree charts, storyboards and presentation visuals.

See our ad on page 53.

Changeling Software, Inc. 2031 BEC
596 Elm St.
Windsor Locks, CT 06096

Three words say it all: Alternate digital realities. Multimedia simulations that educate, amuse, and captivate. Experience the new state of the art in entertainment software and the future of Mac games: Pax Imperia. Explore the universe. Conquer the stars. Dare to go where no Mac has gone before!

Cheshire Grin Productions Ltd. 5219 WTC
2145 Sherobee Rd. Suite 43
Mississauga, Ontario, Canada L5A 3G8 **M**

Cheshire Grin Productions' first release, Exploring Multimedia, introduces multimedia concepts with an in-depth book and HyperCard stack combination. Their new software, Stack Enhancers, installs advanced interactive development, text search, navigation and other tools into stacks. Installed enhancements are completely self-contained and can be used immediately - no scripting is required! See our ad on page 2.

Chinon America, Inc. 620 BEC
660 Maple Ave.
Torrance, CA 90503 **M**

Chinon America, Inc. will be demonstrating the new CDC-431 external CD-ROM/audio drive, with a full featured, wireless audio remote control. We will also display the DS-3000 Image/Text Scanners, including the DS-3000 color scanner, as well as Chinon's growing family of Macintosh compatible CD-ROM/audio drives. See our ad on page 54.

Circuit Research Corp. 648 BEC
2 Townsend West Suite 6
Nashua, NH 03063

Circuit Research will preview its new line of FlexFAX telecommunication products. FlexFAX 9600, an external 9600bps Fax modem and the FlexFAX 9624, incorporating a Hayes compatible 2400bps data modem with 9600bps facsimile capability. Both FlexFAX products operate in the background and feature network operation with Microsoft Mail 2.0, EC QuickMail and In-Box. Premiering will be the newest member of the FlexFAX family, FlexFAX for AppleTalk.

Claris Corp. 5420 WTC
5201 Patrick Henry Dr.
Santa Clara, CA 95052

Claris Corp. is a leading worldwide vendor of Macintosh software. Its product family includes Macintosh applications for creating spreadsheets (Claris Resolve), custom Macintosh software (HyperCard® 2.1), word processing (MacWrite Pro and MacWrite II), graphics (MacDraw Pro® and MacDraw II), database management (FileMaker® Pro), planning (MacProject® II), computer-aided design (Claris CAD) and electronic forms processing (SmartForm® Series). Claris is a subsidiary of Apple Computer, Inc., and has headquarters in Santa Clara, CA.

See our ad on page 35.

CMS Enhancements, Inc. 5622 WTC
2722 Michelson Dr.
Irvine, CA 92715 **M**

CMS Enhancements will exhibit several new products in its popular Platinum Series, including an 88MB Removable Drive Subsystem, a 400MB Hard Disk Drive, a CD-ROM, a DAT Backup Subsystem and a 600MB Tape Backup Subsystem. CMS' bestsellers will be on display, such as the MacStack Series.

Coda Music Software 5645 WTC
1401 E. 79th St.
Minneapolis, MN 55425

Coda Music Software will be presenting its music publishing software. Both Finale® and MusicProse™ feature real-time music transcription, flexible editing and page layout capabilities, MIDI playback, and publisher-quality printouts. Finale is a MacWorld World Class Award winner for the third year in a row.

Compatible Systems Corp. 341

4730 Walnut St. Suite 102
Boulder, CO 80301

BEC

Compatible Systems will be exhibiting its full line of Ethernet products for Macintosh, including: Ether+, the SCSI to Ethernet adapter, Ether2 and EtherDS internal adapter cards, and Ether*Route and Ether*Route/TCP Ethernet to LocalTalk routers. All products are available in 10BASET twisted pair.

CompuCover 1213

2104 Lewis Turner Blvd.
Ft. Walton Beach, FL 32548

BEC

Compumation Inc. 913

820 N. University Dr.
State College, PA 16803

BEC

Never wait for a printer, never make a printer wait, with Compumation's new product, Print Central, network print server. Print Central supports multiple output devices and print queues simultaneously. Print Central is designed for busy networks using PostScript printers, such as imagesetters, laser & color printers, and slide recorders.

COMPUnearring Inc. 5538

WTC

113 McCabe Crescent
Thornhill, Ontario, Canada L4J 2S6

Structural and civil engineering, as well as surveying and other engineering products, will be demonstrated. Some of the products are: FRAME mac (for frames, trusses and beams), BEAM mac 2 and BEAM mac; LANDesign, for surveying & land layout; LANDcalc, for deed plotting and map checking; MacShapes; and more engineering-related products.

CompuServe 1922

5000 Arlington Ctr. Blvd.
Columbus, OH 43220

BEC

The CompuServe Information Service provides the largest online source of information and support for personal computer users with over 1500 products and services in the areas of travel, reference, software and hardware support, news, personal and business finance and much more. CompuServe's new graphical interface makes it easy to access information and effectively use the service. Memberships will be available at the booth. **See our ad on page 29.**

ComputaLabel 444

28 Green St.
Newbury, MA 01951

BEC

Computer Associates International, Inc. 5312

711 Stewart Ave.
Garden City, NY 11530-4787

WTC

Computer Associates is the world's largest independent software company. Showing at Macworld are the company's Macintosh offerings, including CA-Cricket Stylist, CA-Cricket Presents, CA-Cricket Graph and ACCPAC Simply Accounting. The Cricket Family offers a complete range of graphics solutions while Simply Accounting provides an entry-level accounting solution for small businesses.

Computer Care, Inc. 921

420 N. 5th St. Suite 1180
Minneapolis, MN 55401

BEC

Computer Care designs and manufactures innovative memory products and peripherals for all Macs. Premiering at the show is our new line of memory adapters. Our Mac II adapter series permits up to a maximum of 128 megabytes of system memory using 4 meg SIMMs. Also premiering are similar models for the Mac LC and Mac IIsx. Mac Rescue and Mac Rescue Video, the memory and large screen upgrades for enhanced 128k

and 512k Macs, will be displayed. Stop by to see Pac RAM and Video Mac Pac memory and video upgrades for the Portable Macs. Also displayed will be Mac Stretch memory cards for the Macintosh Classic.

Computer Currents Publishing 1518

4 Chrysler Rd.
Natick, MA 01760

BEC

Computer Currents, the national network of regional computer publications, will be handing out FREE copies of the Boston edition. With editions in Boston, San Francisco, Southern California, Atlanta, and Texas, Computer Currents provides business users with news they can really use. You may also subscribe to the Boston edition FREE. For the best in both local and national computer news, Computer Currents delivers.

Computers Etc. Superstore 5019

216 Newbury St. (Rte. 1 South)
Peabody, MA 01960

WTC

Computers Etc. Superstore, An Apple Authorized Dealer, is now New England's largest computer outlet. The Superstore carries an extensive collection of the most current computers, peripherals, accessories and software, specializing in Macintosh products. Come to our booth and take advantage of our super-low show prices on the full line of Macintosh CPU's, peripherals, software, accessories, Etcetera, Etcetera!

Computer Expressions 304

3833 Chestnut St.
Philadelphia, PA 19104

BEC

Put your logo on mouse pads, wrist rests and disk-clocks from Computer Expressions. We now offer a full line of soft, resilient wrist rests to fit every keyboard—including extended keyboards,

portables and notebook computers. High quality products at a reasonable price let you "rent space" on your customers' desks for your advertising message.

Computer Friends, Inc. 360 **BEC**
14250 NW Science Park Dr.
Portland, OR 97229 **M**

Computer Friends features Color Graphics Products, Laptop Mac compatibles, Scanners, Printer Accessories. The products that will be introduced at MAC-WORLD Expo are: TV Producer II, single slot board for gen-lock and graphics overlay; 2001 DataDream, a 3 lb. laptop, full screen, full keyboard, Macintosh compatible; Character!, full-page, sheet-fed and hand-held scanner; and ColorSnap 32+, a video capture board.

Computer Museum, The 2114 **BEC**
300 Congress St.
Boston, MA 02210

The only museum in the world devoted solely to computers and their impact on society, The Computer Museum is for people of all ages and interests. More than 75 interactive exhibits, two award-winning theaters, and the finest collection of vintage computers and robots ever assembled educate and entertain over 150,000 visitors a year from around the world.

Computer Security Products 2104 **BEC**
One Computer Dr., Box 204
Northborough, MA 01532

Phazer/Net Fiber Optic Security specified by Macworld '91, Decworld '90, and protects everything from PCs to CDs at Northeastern University, Tufts, Boston College, Holy Cross, Harvard, Babson, and Brown, just to name a few of our local clients. Effective—identifies the room, floor, building. Unobtrusive—doesn't offend the users. Cost Effective—the more items using it the lower the cost per item. Easy to use—installs in sec-

onds, reusable. Booth No. 2104. 1-800-466-7636.

Computer Town 804 **BEC**
304 South Broadway
Salem, NH 03079 **M**

Three Macintosh superstore locations – Salem and Nashua, New Hampshire, and Westboro, Massachusetts. Computer Town provides sales, service training and support of Macintosh computers and peripheral equipment to the New England market. Specialities include desktop publishing, networking, and communications, Mac to vax connectivity, and productivity solutions for the home and business.

ComputerAid, Inc. 5824 **WTC**
P.O. Box 293
Barrington, RI 02806

MacSac Carrying Cases are made of top quality materials, including a thick high-density closed cell foam lining for maximum protection of the computer. The exteriors of the cases are cordura, plus other materials introduced for our newly designed bags. Interior pockets securely hold the keyboard, mouse, external drive and other peripherals. Reinforced seams and construction detail make this a heavy duty case. Cases available for all Macintoshes, Backpack model and cases for Laptop computers. Dust covers in anti-static nylon packcloth.

Computervideo 243 **BEC**
215 Salem St. Suite 5
Woburn, MA 01801 **M**

TV Encoder is a peripheral device that converts the Mac II RGB video output into a high quality color composite NTSC or PAL video signal. TV Encoder allows the user the ability to videotape or display to a TV/monitor or video projector graphics or presentations created on the Mac II. Applications include but are not limited to: sales and marketing presentations, instructional and educational videos, story boards

for advertising, film and video productions. OnTrack/Mac is an inexpensive software and hardware solution that gives users an easy way to play, search, log and edit videotaped segments with consumer VCRs.

Connectivité Corp. 5011 **WTC**
220 White Plains Rd.
Tarrytown, NY 10591 **M**

Connectivité 3270—A complete, non-intrusive front-end development environment for mainframe applications. Connectivité 3270 for Macintosh enables the user to effortlessly customize any IBM 3270 program into a user-friendly Macintosh application in a matter of hours.

Connectix Corp. 5770 **WTC**
125 Constitution Dr.
Menlo Park, CA 94025 **M**

Presenting: MODE 32—utility for Mac II, IIx, IIcx, and SE/30 that makes "dirty" ROMs fully compatible with System 7 32-bit mode. HAND-OFF II—the intelligent file launch utility. Eddy nominated 5-Mice rating. MAXIMA 2.0—essential companion software for 4MB SIMMs. Extends 24-bit mode application memory to 14MB, and offers RAM disks in 24- and 32-bit mode. MC73—Motorola 68851 PMMU required to run System 7 virtual memory on original Mac IIs. VIRTUAL 3.0—High performance virtual memory utility.

Cornerstone Data Systems 350 **BEC**
P.O. Box 6081
Anaheim, CA 92816

For Mac-to-mainframe connectivity, Cornerstone Data Systems provides MacEmulate, a full-featured terminal emulation application. Supports many popular terminal types including Wyse, TeleVideo, Hazeltine, Data General and ADDS Viewpoint. Includes advanced terminal feature and convenient Macintosh options. Easier to use and more useful than a terminal. Mac Plus or higher. System 7 compatible.

CoStar Corp. 710
22 Bridge St.
Greenwich, CT 06830-5238

BEC

CoStar will be demonstrating two new specialty printers—the AddressWriter envelope printer and the LabelWriter II label printers. Both printers come bundled with customized versions of MacEnvelope that allows you to print anything on an envelope or label in just a few seconds! CoStar will also be demonstrating the Stingray, the new ergonomic trackball designed around your hand.

CPU Products 5822 **WTC**
301 River St.
Derby, KS 67037

Computer Cables and Accessories.
Cables, Switch Boxes, Gender Changers, Surge Protectors, Disk Banks, Copy Holders, Printer Stands, Screen Filters, Dust Covers and Mouse Pads.

Creative Solutions, Inc. 5542 **WTC**
4701 Randolph Rd. Suite 12
Rockville, MD 20852

Creative Solutions will be announcing an upgraded version of Hurdler Dual & Quad Serial boards. The Hurdler serial boards are NuBus add-on peripherals that increase the current number of serial ports on a Mac II by 2 or 4. The upgrade provides a higher throughput speed per port and other software features. Also announcing a new SCSI box hardware add-on for all Macintoshes. The SCSI box will allow the addition of serial, parallel and/or SCSI connections to the Mac in a standalone package/box. Also featuring NuBus parallel and prototyping peripherals and the popular MacForth programming language.

CSG Technologies 241 **BEC**
530 William Penn Pl. Suite 329, Box 131
Pittsburgh, PA 15219

CSG Technologies will be featuring the Network SuperVisor™ line of network information tools. Network SuperVisor products enable network managers to accurately gather hardware and software inventory information from remote network devices, automatically plot network technologies, and update end users' software.

CTA Inc. 142 **BEC**
25 Science Park
New Haven, CT 06511 **M**

CTA has developed a powerful and complete line of optical character recognition products for the Macintosh. CTA's products support the largest number of languages, scanners, and fax devices, and have been optimized for forms processing and integrated database applications. CTA's software and documentation are available in six European languages.

Curtis Manufacturing Co., Inc. 5639 **WTC**
30 Fitzgerald Dr.
Jaffrey, NH 03452-1931

Curtis Manufacturing Co., Inc.—Will feature the MVP Mouse, an ergonomic trackball with 3 button design, on-screen custom control panel, and optional Foot Switch. Also shown will be a wide selection of other innovative Mac accessories including: MacFeet, Custom Fit Glare Filters, Mouse Pad Organizer, Tilt & Swivel Base, Security Kit, Keyboard Organizer, and more...

Custom Applications, Inc. 546 **BEC**
900 Technology Park Dr., Bldg. 8
Billerica, MA 01821 **M**

Freedom of Press® provides PostScript® language compatibility for over 60 print-

ing and imaging devices. Text and graphics are handled with ease as well as 24 bit and continuous tone color. New features include anti-aliasing quality option, screen preview, and support for additional color devices. Compatible with ATM® and Type 1 fonts.

Cyber Scientific, Inc. 5765 **WTC**
16 W. Madison St.
Baltimore, MD 21201 **M**

Cyber Scientific produces SpaceMouse™, a new, sophisticated yet small and inexpensive 3D input device for the Macintosh. SpaceMouse connects to the ADB port, and replaces traditional 2D mice with "six" dimensional capability (X, Y, Z, Yaw, Pitch & Roll). SpaceMouse is expected to ship this fall, with 3D interface, for \$199.

CYMA Systems, Inc. 1930 **BEC**
1400 E. Southern Ave.
Tempe, AZ 85282

CYMA will exhibit the Macintosh version of CAUSE, a graphical database development system. CAUSE requires no knowledge of programming systems or language. Applications are generated through the creation of resources (windows, files and reports) and the connecting of steps. These two functions comprise the entire CAUSE development process making CAUSE fast and easy to use.

Dantz Development Corp. 5503 **WTC**
1400 Shattuck Ave. Suite 1
Berkeley, CA 94709

Dantz Development is pleased to present new System 7.0 versions of Retrospect and Retrospect Remote, Macintosh backup and archive software. To backup both before and after upgrading from System 6.0 to System 7.0, you need a backup program compatible with both

systems. Come and see automated network backup to any storage device.

Data Pad 1112

BEC

946 North State
Orem, UT 84057

Data Pad manufactures high impact computer related promotional products; including the world's highest quality mouse pads, Coasterware™, the Hacker™, a microdisk shaped letter opener, and Insight™ the Sideview™ Mirror.

DataViz 5012

WTC

55 Corporate Dr.
Trumbull, CT 06611

DataViz, leaders in databridge technology, will be demonstrating their MacLinkPlus family of connectivity software. This Eddy award winning software provides file transfer and translation between Macintosh and DOS, NeXT, SUN, and Wang environments. Each product in the family is a complete solution that contains over 350 translation paths.

See our ad on page 27.

Davidson

& Associates, Inc. 158

BEC

3135 Kasiwa St.
Torrance, CA 90505

M

Davidson & Associates, Inc. produces educational software for home and school. Davidson's strategy is to produce educator-designed products to improve student performance and make learning fun. Davidson products have won national acclaim and numerous awards for high quality and educational effectiveness.

DayStar Digital, Inc. 1720

BEC

5556 Atlanta Hwy.
Flowery Branch, GA 30542

M

See the new 50 MHz PowerCache IIsi. Watch RAM PowerCard accelerate photo

imaging in Photoshop and ColorStudio. See SCSI PowerCard fly through databases, compilers, and disk intensive tasks. See DayStar's accelerators for the II, IIx, IIcx, and IIci. Watch our demonstrations or bring applications to see how DayStar improves productivity.

DEFT 1108

BEC

557 Dixon Rd.
Rexdale, Ontario, Canada M9W 1H7

DEFT™ is a CASE Solution for designing RDBMS's. It provides Data Flow, Entity-Relationship, Program Structure and data-entry forms and report modeling. Deft employs a multi-user dictionary. Deft generates specific SQL schema and forms for INGRES, ORACLE, Rdb, SYBASE. Deft reverse-engineers existing databases into Deft diagrams and dictionaries.

DeltaPoint, Inc. 5024

WTC

2 Harris Ct. Suite B-1
Monterey, CA 93940

Featuring DeltaGraph Professional, a new version of the #1 charting and graphics program with 39 2-D and 3-D charts, new custom chart/graphics libraries, slide show, and many other enhancements. Also see TASTE, word processing with a "taste" of DTP, drawing tools, address book, mail merge, color, and multiple variable-width columns.

Deneba Software, Inc. 1716

BEC

3305 NW 74th Ave.
Miami, FL 33122

Deneba's System 7 savvy versions of the popular object-oriented drawing package, Canvas™ 3.0 will be featured along with UltraPaint™ which incorporates B&W painting, color painting, and image processing. Also featured are System 7 versions of Spelling Coach™ Professional, the complete spelling and reference system and The BigThesaurus™, the most comprehensive

thesaurus for the Macintosh.

Design Science 108

BEC

4028 Broadway
Long Beach, CA 90803

Come see MathType, the software that lets engineers, scientists and teachers create mathematical equations for their technical documents. Build perfect equations by selecting symbols and templates; then cut and paste them into your documents! MathType costs \$149, educational discounts available, call 1-800-827-0685 for a free demo disk.

DesignCAD, Inc. 2130

BEC

One American Way
Pryor, OK 74361

DesignCAD 2D/3D. DesignCAD is a revolutionary computer-aided design and drafting package that provides complete 2D drafting and 3D modeling in one package. Use your designs for mechanical and architectural engineering, animation, and desktop publishing, etc. DesignCAD provides the speed and accuracy necessary to manipulate complex two- and three-dimensional designs in real time. DesignCAD is rich in features and capabilities that are second to none. \$699.95 retail price.

Diaquest Inc. 1211

BEC

1440 San Pablo Ave.
Berkeley, CA 94702

M

Diaquest demonstrates video animation systems featuring the DQ-Animaq video animation controller for single frame recording, editing and sequential frame digitizing. New features include full DQ-Animaq support for Adobe PhotoShop®, Time Arts Oasis™, and Aldus Gallery Effects™, as well as dual machine editing and effects with the Truevision NuVista+. Diaquest's ImageNode™, for video input and output in networked environments, will be showcased.

DIGICARD 468 BEC
10153 York Rd. #107
Hunt Valley, MD 21030

DIGICARD is a multi-platform network which can accommodate up to 96 computers with one server. Sold exclusively to education, the DIGICARD network is open, flexible, and transparent to the end-user. A dedicated Macintosh is not necessary as a server so all computers can function as workstations.

Digital F/X 1523 BEC
755 Ravendale Dr.
Mt. View, CA 94043

Digital Vision, Inc. 324 BEC
270 Bridge St.
Dedham, MA 02026 M

Digital Vision will feature ComputerEyes/Pro, our professional quality, 24-bit color video digitizer which retails for under \$450. ComputerEyes/Pro is a NuBus board accepting composite, or Super VHS input from standard video sources and saving images in all standard file formats. We will also be demonstrating a pre-release version of our all new frame grabber, ComputerEyes/RT, which captures 24-bit color images in 1/30 of a second. Also available is the grayscale (256 grays) version of ComputerEyes which retails for under \$250.

Dimensional Insight, Inc. 545 BEC
99 S. Bedford St.
Burlington, MA 01803

Dimensional Insight, Inc. will unveil Power Search, a new end-user analysis application designed for managers and executives who need the capability to analyze large amounts of IBM, VAX and Unix based source data. Both the Macintosh and PC Windows 3.0 ver. will be demonstrated using a common server.

Power Search requires no programming, and no changes to existing systems.

Douglas Electronics 520 BEC
2777 Alvarado St.
San Leandro, CA 94577

Dove Computer Corporation 5504 WTC
1200 North 23rd St.
Wilmington, NC 28405

Dove Computer Corporation manufactures productivity enhancement products for personal computers. Dove's product offering includes: The DoveFax™ Desktop, a fax and data modem; DoveFax +, a fax, data and voice modem; MaraThon® 030 upgrades and accelerators; FastNet® Ethernet connectivity products; and MacSnap™ memory upgrades.

Dow Jones & Co., Inc. 2115 BEC
P.O. Box 300
Princeton, NJ 08543-0300

Dow Jones offers investment software for individual and professional investors. The new charting program, Market Analyzer PLUS 2.0, will be featured. In addition to standard bar and comparison charts, point and figure and candlesticks are available. Thirty technical formulas are included in the package, with the capability to create your own. Dow Jones representatives will be discussing the new After Hours/Flat-Fee pricing plan for the News/Retrieval service. Other programs to be demonstrated are Market Manager PLUS 2.0 for portfolio management and E-Z Online for communications.

See our ad on page 15.

Dr. T's Music Software 5866 WTC
100 Crescent Rd. Suite 1B
Needham, MA 02194 M

Dr. T's Music Software, a leading developer and manufacturer of computer music software will demonstrate a complete line of products which include: sequencing/notation, universal editor/librarian, algorithmic composition and educational software.

Dynamac Computer Products, Inc. 5466 WTC
555 17th St. Suite 1450
Denver, CO 80202

Dynamac introduces the LCDisplay (a 2" flat panel screen), the LCDevice, siDevice, NuDevice (multifunction cards), LCMath, LCFax, Starfighter IIsf/20 and IIsf/30 laptops.

Dynamic Graphics, Inc. 5233 WTC
6000 N. Forest Park Dr.
Peoria, IL 61614

New! Electronic Clipper Creative Art Service. Electronically indexed monthly art and idea service for Macintosh and PC designers featuring contemporary illustrations—including seasonal art, textures, borders and a full color graphic—by leading illustrators. It includes every illustration in the print Clipper, the world's leading art service for more than 27 years, plus suggested layouts and manipulation ideas.

Dynaware USA, Inc. 1644 BEC
950 Tower Ln. Suite 1150
Foster City, CA 94404 M

Dynaware is featuring MacBallade, a brand new 16-track sequencer/score writing program which offers a graphically controlled mixer interface, along with standard notation editing. The program also includes a full blown editor/librarian for the Roland MT-32 series and is being bundled with Apple's Midi Manager. Dynaware will also demonstrate DynaPerspective. This innovative 3-D modeling, rendering and animation software is the first easy-to-use computerized "sketch-pad" that lets you

quickly visualize and present your ideas.

E.E.S. Companies, Inc. 5664 WTC
53 Mill St.
Natick, MA 01760 **M**

E.E.S. Companies, Inc. develops commercial and custom 4th DIMENSION® solutions. Products include POS/OE 4 Mac™, an Accounting, Point of Sale, Order Entry, Inventory Control solution which performs on-line, automated electronic credit card processing, a Multi-Port Unit™ with barcode scanners, Credit Card DB™, Credit Card Tools™, 4D LabelTools™ and LabelTools™ for Hypercard.

E.U. Wurlitzer
Music & Sound 168 **BEC**
922 Commonwealth Ave.
Boston, MA 02215 **M**

New England's largest retailer of contemporary musical instruments and recording equipment, exhibiting with software vendors OPCODE and DIGIDESIGN. OPCODE is a leading manufacturer of Macintosh hardware and software for music. DIGIDESIGN is the world's leading producer of direct to disk audio recording/editing systems, creating the desktop audio revolution.

E-Machines 1547 **BEC**
9305 SW Gemini Dr.
Beaverton, OR 97005 **M**

E-Machines, the 16-inch color display company, introduces networking capabilities on the next generation of interface cards for single slot Macs. ColorPage E16 which can use the Macintosh IIsi, IIfx, LC built-in video is the newest member of the E-Machines award winning 16-inch family. ColorPage T-16 has been rated #1 for three years in a row by *MacUser* Magazine. E-Machines

QuickView Studio Multimedia Workstation provides the basis for a revolutionary affordable publishing and multimedia workstation.

EAASY SABRE/America
Online/CUC Online
Services 1911 **BEC**
P.O. Box 619616 MD 3199
DFW Airport, TX 76261-9616

EAASY SABRE, the most convenient way for you to book and confirm your travel reservations; Travelers Access, a travel club offering a variety of discounted travel opportunities; Comp-u-store Online and AutoVantage Online will be demonstrated on America Online, the on-line service for Mac users with a powerful graphic Mac interface. EAASY SABRE allows you to make reservations on more than 300 airlines, book rooms at over 20,000 hotels and reserve a car from 50 car rental companies worldwide.

Eastman Kodak
Company 5614 **WTC**
343 State St.
Rochester, NY 14650

The Professional Photography Division will feature their KODAK 35mm Rapid Film Scanner. This breakthrough in 35mm scanner technology scans film FAST in any 35mm format. We will also feature the KODAK XL 7700 Digital Continuous Tone Printer. Additionally, the Printer Products Division will be showing its new EKTAPLUS 7016 Printer, DICONIX Color 4, and DICONIX M150 Plus Printer. We will also feature the revolutionary Photo CD System, which makes affordable photographic quality digital images.

Easy Transfer Cartridges 551 **BEC**
1335 Sixth St.
San Francisco, CA 94107

Educational Resources 301 **BEC**
1550 Executive Dr.
Elgin, IL 60123 **M**

Educational Resources is the largest distributor of software and supplies to schools. We offer a vast array of educational software, accessories and hardware at a 60%-off-retail savings everyday. Call for your free catalog at 1-800-624-2926.

EDUCORP 1100 **BEC**
7434 Trade St.
San Diego, CA 92121-2410 **M**

EDUCORP is the largest distributor of public domain and shareware software for Macintosh computers. Our library contains over 900 disks, more than 700 megabytes of virus free software. You can have our entire collection on a two CD-ROM set. Available at the show will be our most popular disk, 5-disk sets and the newest additions. Son't miss the largest display of CD-ROM discs at booth number 1300 Bayside. See our ad on pages 40-41.

EDUCORP
Computer Services 1300 **BEC**
7434 Trade St.
San Diego, CA 92121 **M**

EDUCORP is the largest distributor of CD-ROM products for Macintosh computers. We publish many of our own CD-ROM titles. All CD-ROMs are available at discounted prices along with a large selection of affordable CD-ROM drives. EDUCORP will meet or beat any advertised price on CD-ROM drives and CD-ROM See our ad on pages 40-41.

Ehman, Inc. 5133 **WTC**
97 S. Red Willow Rd.
Evanston, WY 82930

Since 1985 Ehman has been a leader in providing high quality peripherals to the Macintosh market. Ehman's current product line includes internal and external hard drives, 800K floppy disk drives, tape drives, 45MB removable drive keyboards, full & dual page monochrome monitors, 19" grey scale and 8-bit/24-bit color monitors. Come see our products at the World Trade Center booth 5133.

Engage Communication, Inc. 917 BEC
9053 Soquel Dr., #201
Aptos, CA 95003

Engage will demonstrate two WAN products for AppleTalk networks: the SyncRouter and the SyncSatellite. SyncRouter allows remote AppleTalk networks to connect using digital telephones at speeds from 56-500kbps. Our newest product, SyncSatellite, is an AppleTalk broadcast router that "beams" Mac files to hundreds of sites simultaneously via commercial satellite services.

ENGINEERED SOFTWARE 5247 WTC
615 Guilford-Jamestown Rd.
Greensboro, NC 27419

ENGINEERED SOFTWARE is a mature company dedicated to the development of fast, easy to use, computer aided design and related software. PowerDraw™ 3.0 is a production oriented 2-D CAD package with sophisticated features. The PowerDraw Translator is a file conversion program that converts drawings between various CAD and graphics programs. All software System 7 compatible. Call us for more information 919-299-4843.

See our ad on this page.

Ensign Systems, Inc. 5245 WTC
26 North Main St. Suite B
Layton, UT 84041

Ensign Systems provides inventory management systems. POS•IM, the premier point of sale – inventory management system used by over 750 retail companies. POSIM•Grids is designed for apparel retailers. As•Trac provides a system to control the accountability of assets. SerMan, the new management application is now available for service providers.

ETC Peripherals Corp 1212 BEC
5460 Beaumont Center Blvd. #300
Tampa, FL 33634

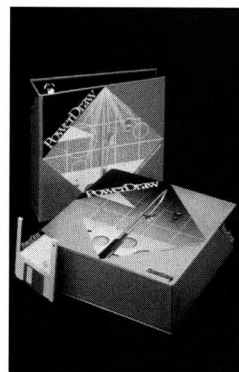
ETC Peripherals Corp, a leading OEM, provides a unique line of storage devices and specialized utilities with drive mechanisms from Quantum and Seagate/Imprimis, plus removable media drives from Syquest and Insite Peripherals. ETC is a subsidiary of Exportech Trading Corporation, an international distributor of Macintosh related hardware, software and memory products.

PowerDraw

"...PowerDraw is a CAD product very rich in elegantly implemented features."

*Macintosh Engineering & Scientific Report
February, 1990*

- Intuitive, easy to learn, and fast – spend your time designing instead of learning.
- Compatible with System 7.
- A Production drafting tool.
- Reads different formats with PowerDraw Translator option.
- Extensive dimensioning tools, string, radial, circular, angular, and many more.
- Intelligent Snapping with visual feedback, including perpendicular and percentage.
- Macro Programming Language built in. Design your own, or use the supplied macros.
- Extensive layering capabilities.
- Built-in program editor for re-configuring over 500 user definable keyboard commands and attributes.
- Most popular plotters supported.



Stop by our **Booth #5247** at the **World Trade Center** or call:

(919) 299-4843 USA
(604) 453-8111 Canada
(33) 1 47401177 France
0587 213640 Italy

0272 251414 U. K.
46 8 714 05 01 Sweden
0727 27 2051 Japan
(3) 434 00 12 Spain

**ENGINEERED
SOFTWARE™**
Greensboro, NC

Everex Systems
(Abaton and EMAC) 5204 **WTC**
48431 Milmont Dr.
Fremont, CA 94538 **M**

Everex Systems, Inc., headquartered in Fremont, California, designs, manufactures and distributes a complete family of personal computers and peripherals. Abaton, a subsidiary of Everex Systems, specializes in desktop publishing products including scanners, printers, and fax modems. EMAC, a division of Everex Systems, specializes in storage products such as hard drives, tape drives, CD ROMs, and removable cartridge drives for the Macintosh.

Ex Machina, Inc. 1517 **BEC**
45 East 89th St. Suite # 39-A
New York, NY 10128-1251

Ex Machina's WritsMac, (rated 4.5 mice and used on the Space Shuttle) is a wristwatch that transfers and displays data from your Mac. New System 7.0 products extend your Mac's reach to your pocket beeper – any time, anywhere! Also available are Macintosh fashion accessories, including neckties, belts, wallets, and more

Faxbusters/U.S. Communications 515 **BEC**
19 Driscoll Dr.
Framingham, MA 01701 **M**

Fax Machines/Mac-Compatible Fax/ Plain Paper Fax 40 – 70% discounts. Also factory overstocks at enormous discounts. All new in factory-sealed cartons with full warranties. Demo's also available. Fax paper, auto fax/tel switches, service contracts, accessories. State of the art LCD video projectors – 1/2 price. Booth #515 or call (508) 877-3622.

Flexware 347 **BEC**
15404 E. Valley Blvd.
Industry, CA 91746

Flexware II Network Accounting™. Developed for companies that need more than one computer to do their accounting. For growing companies – that want a system that can handle their needs, today as well as tomorrow. A complete financial management and control system including Receivables, Payables, General Ledger, Inventory, Order Processing, Purchasing, POS, Job Cost, Payroll, and our new Sales Lead Tracking and Request for Service modules.

Frame Technology Corp. 1322 **BEC**
1010 Rincon Circle
San Jose, CA 95131

FrameMaker® is powerful, WYSIWYG document publishing software which simplifies publishing by giving users complete word processing, page layout, graphics, tables, conditional text, structured document building tools, and equations editing all in one easy to use application. FrameMaker can work for anyone who needs to create, revise, publish and distribute a wide variety of documents.

Fusion Data Systems 5538 **WTC**
8716 Mopac North Suite 200
Austin, TX 78759

Fusion's TokaMac family of Accelerator Boards brings state-of-the-art 68040 power to the Macintosh. Great for scientific, CAD, and graphics applications. The TokaMac accelerates the Macintosh beyond IIx performance. TokaMacs are shipping now for the IIci, IIsi, SE/30 and LC.

FWB, Inc. 428 **BEC**
2040 Polk St. Suite 215
San Francisco, CA 94109 **M**

FWB/Hammer has specialized in high performance SCSI utilities and mass storage for the Macintosh since 1984. Our Hammer hard drives, Optical drives, and tape drives have consistently been rated the best by *Macworld*, *MacUser*,

MacWEEK, and *BYTE* magazines. Our revolutionary new SCSI utility software, Hard Disk Toolkit, enables you to take control of your SCSI world.

GAVA Corporation 649 **BEC**
1001 4th Ave. Plaza Suite 3200
Seattle, WA 98154

GAVA Corporation, an innovative leader in communication and custom software is showing HyperSeven, which brings the system seven power of publish and subscribe to HyperCard. Also shown, HyperCom, gives both AppleTalk and true multi-user capability to HyperCard, allowing multiple users to view and edit stacks simultaneously. Other products include AT Protect, and Safety Net. Toll Free 800-767-0647.

GCC Technologies, Inc. 5234 **WTC**
580 Winter St.
Waltham, MA 02154

GCC Technologies, Inc. has been a leading manufacturer of Macintosh peripherals since 1985, with such innovative products as the award-winning PLP II, the first Macintosh laser printer priced at under \$1000. GCC will be displaying its entire product line, including the ColorFast digital film recorder, as well as showcasing a new addition to its printer family.

GE Information Services 2036 **BEC**
401 N. Washington St.
Rockville, MD 20850

GENie, an on-line computer service, provides you unlimited, non-prime time access to a wide variety of information. You can choose from over 100 features including software libraries, electronic mail and bulletin boards. Other services relate to business tools, news, education, shopping, travel, leisure, entertainment and chat.

GE Rental/Lease 640

BEC

215 Salem St.
Woburn, MA 01801

GE Rents offers daily, weekly and monthly rentals of Apple Macintosh PCs and peripherals. Nationwide, overnight delivery is available. In the Boston and Philadelphia area, take advantage of our same-day delivery and installation service. For more information on GE Rents products and services call 1-800-GE-RENTS (1-800-437-3687).

GeoQuery Corp. 2055

BEC

475 Alexis R. Shuman Blvd. Suite 380E
Naperville, IL 60563

GeoQuery 3.0, GeoQuery Corp.'s latest version of their leading business mapping product for the Macintosh is being announced. Using built-in maps and zip codes, GeoQuery automatically classifies and locates business data such as customer lists and corporate facilities. Version 3.0 adds a wide range of new capabilities including support for highways and roads and direct links to 4th Dimension under Apple's System 7.

Gizmo Technologies 1314

BEC

P.O. Box 14177
Fremont, CA 94539

Gizmo Technologies will feature its printer sharing product, ShadowWriter™. ShadowWriter is Macintosh software that transforms a personal printer (e.g. Personal Laser Writer LS) into a shared printer than can be used by any Macintosh on an AppleTalk-compatible network. Gizmo Technologies will also feature its network file transfer product, Send Express™.

Global Village Communication 5872

WTC

1204 O'Brien Dr.
Menlo Park, CA 94025

Global Village produces communications products that add to personal productivity to automating phone, fax, and data exchange tasks. Current products include TelePort™, the low cost, easy-to-use AppleDeskTop Bus error correcting modem and TelePort/FAX™ 9600 providing SendFAX capability. TelePort has received tremendous acclaim and was named "Best Communications Product, 1990" by *MacUser* magazine.

See our ad on page 131.

Gold Disk Inc. 5169

WTC

5155 Spectrum Way, Unit 5
Mississauga, Ontario, Canada L4W 5A1 M

Gold Disk Inc. is a multiplatform software developer that publishes a broad range of presentation and desktop productivity titles. Among the products to be shown at MacWorld is Animation Works. This easy to use, path-based animation package gives you the ability to combine graphics, text and sound into colorful, high impact presentations.

Golden Triangle Computers, Inc. 1206

BEC

4849 Ronson Ct.
San Diego, CA 92111

Golden Triangle produces backup products for servers, workgroups and individual Macintosh computers.

Goldstein & Blair 414

BEC

Box 7635
Berkeley, CA 94707

The publishers of *The Macintosh Bible*, the world's best-selling Mac book, will be offering their popular books and disks at special show discounts, including *The Macintosh Bible Guide to System 7*, an exceptionally clear, accessible and affordable guide to the most dramatic changes ever made to the Mac's basic system software.

Graphic Simulations Corp. 2135

BEC

1200 E. Collins Suite 214
Richardson, TX 75081

Graphic Simulations publishes entertainment and simulation software for the Macintosh family of computers. Titles include "Hellcats", a WWII Pacific war fighter simulation, and the soon to be released "Diablo", a simulation of Lamborghini's stylish and speedy new sports car. Both are Classic and LC compatible and utilize the full screen.

Graphic Utilities Inc. 646

BEC

Cheney Grove Industrial Pk.
Fort Fairfield, ME 04742

Graphic Utilities originated the Ink Refill™ for ink jet cartridges for the following printers: Hewlett Packard Desk Jet, Paint Jet and Think Jet, Kodak Diconix, Canon Bubble Jet, Apple Style Writer, and several plain paper fax printers. Graphic's breakthrough technology ink gives the user an indelible ink with greater printer density and quality. Our research and development team keeps us at the leading edge of innovation of all office printing supplies technology.

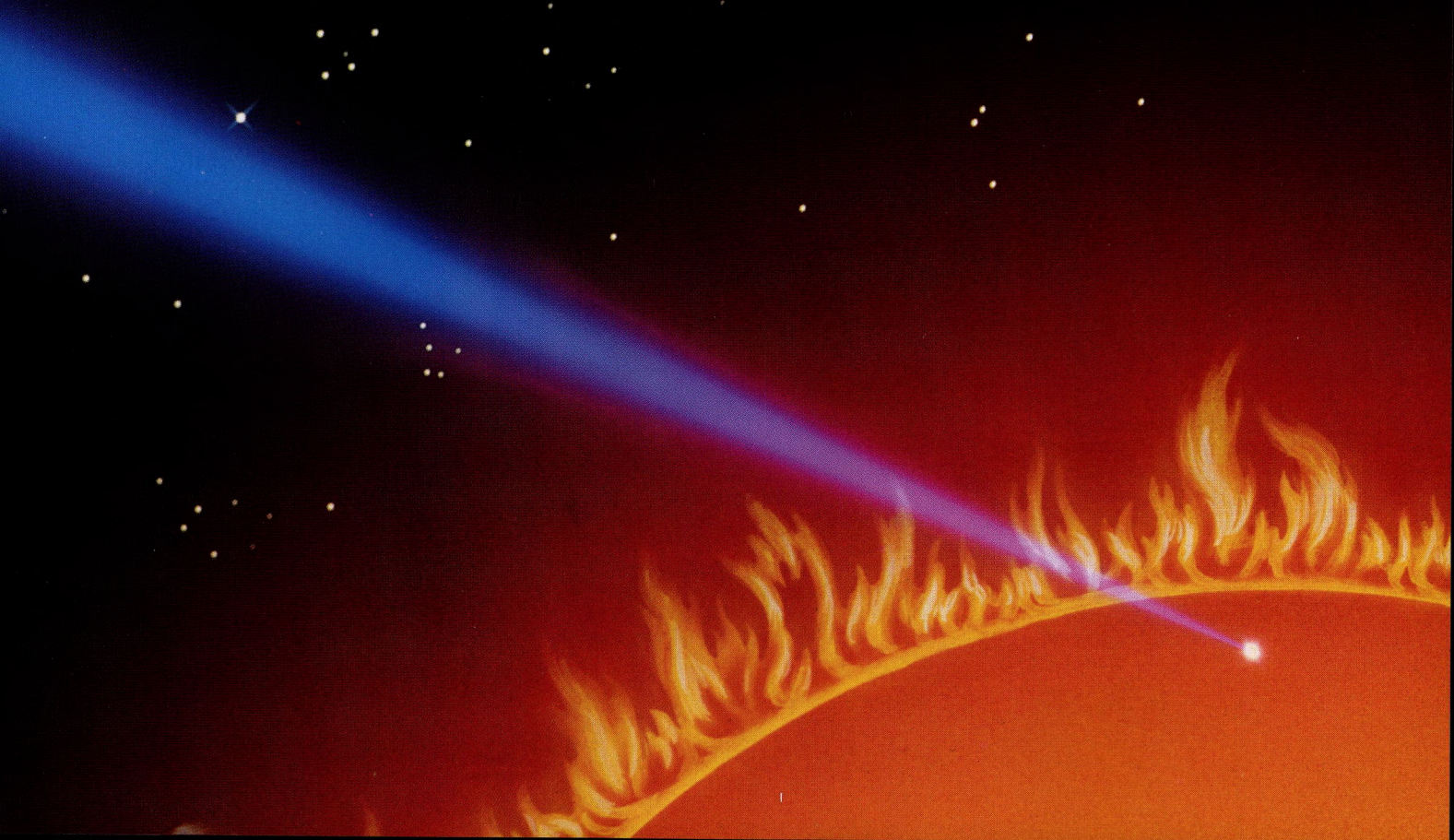
Great Plains Software 1400

BEC

1701 SW 38th St.
Fargo, ND 58103

Introducing Great Plains Software's powerful new release: Great Plains Accounting Version 6. A multi-user solution complete with Developer tools, Version 6 features more flexibility, power, performance, graphics and custom reporting. Great Plains is backed by Macworld's World Class Award for the Best Macintosh Accounting Product and by the CPA community's fourth consecutive #1 rating for products and support.

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Great Wave Software 1312 BEC
5353 Scotts Valley Dr. Suite E
Scotts Valley, CA 95066 M

New educational products for the new Macintoshes and System 7! Our newest product, ReadingMaze, will be shown in color. Other color products include NumberMaze Decimals & Fractions and new versions of KidsTime, American Discovery, and the award-winning NumberMaze. All color products work equally well on black & white monitors. Educators! All products are available for site licensing, lab packs and some products for networks.

GreenSpring Computers, Inc. 5009 WTC
1204 O'Brien Dr.
Menlo Park, CA 94025

GreenSpring Computers is the Industrial Macintosh company, dedicated to providing equipment to use Macintosh computers off-the-desk. Its RackMac products enable Macintosh II users to apply the Mac in difficult environments, such as vehicles, airplanes, and factories. Its RacMac add-in boards enable Macintosh users to do real-time data acquisition and control without being interrupted by the Macintosh mouse click or diskette insertion.

HealthCare Communications, Inc. 660 BEC
301 South 68th Suite 500
Lincoln, NE 68510

HealthCare Communications developed the very first health care practice management software application for the Apple Macintosh computer. With over 2,500 clients in all 50 states and 6 foreign countries, HealthCare Comm. continues to serve the health care community by developing innovative practice management systems for the dental, medical, chiropractic and optometric community.

Heizer Software 5514 WTC
1941 Oak Park Blvd. Suite 40
Pleasant Hill, CA 94523

Hewlett-Packard 5220 WTC
16399 W. Bernardo Dr.
San Diego, CA 92127

Hewlett-Packard offers affordable printing, scanning and solutions for the Mac. See demonstrations of 4-17 ppm LaserJet PostScript printers, the DeskWriter - now with color, PaintWriter and PaintWriter XL high-quality color for individuals and work groups, and the easy-to-use new color-capable scanner.

High Performance Systems 300 BEC
45 Lyme Rd. Suite 300
Hanover, NH 03755 M

HPS, Inc. is committed to defining the state of the art in "visual thinking tools." ithink and STELLA II enable you to visualize any corporate, social, biological, or physical system by constructing diagrams using building block icons and pictures. Users then bring the diagram "to life" via animation. The software then allows you to "what if" your assumptions through dynamic simulation. Stop by our booth for a demo and special show pricing.

Highlighted Data, Inc. 135 BEC
4350 N. Fairfax Dr. Suite 450
Arlington, VA 22203-1620

Highlighted Data specializes in the adaptation of very large data bases to the Macintosh® operating environment. The company has been engaged in research and development since its founding, with particular emphasis on appropriate search mechanisms and data compression algorithms for large scale data bases. The company then publishes these products electronically on CD-ROM and markets them directly and through software dealer outlets.

Hilton Systems Inc. 2045 BEC
3 Maple Place
Glen Head, NY 11545

Hilton Systems specializes in paper and envelope feeders for laser printers like the Apple LaserWriter. Products include both Multi-Bin paper feeders with 3, 4 or 5 bins plus envelope bin and High-Capacity 1,500 sheet or 250 Envelope feeders. For sharing printers. Prevents printing on wrong paper. Other products include Output stackers and sorters.

Howtek, Inc. 1618 BEC
21 Park Ave.
Hudson, NH 03051

Howtek will be exhibiting color scanners, including the new Scanmaster 3+ which scans from 75 to 1200 dpi. In addition, Howtek will be exhibiting the 300 dpi Personal Color Scanner, Scanmaster 3 and the Scanmaster 35 Plus slide scanner. Contact Howtek at 1-800-44-HOWTEK for more information.

Human Interactive Products, Inc. 470 BEC
60 Thoreau, P.O. Box 9116 Suite # 253
Concord, MA 01742

Human Interactive Products, Inc. introduces LETTER DROP, "The American Answer To The Soviet Challenge". Letter Drop is an animated game in which you make your own "Cross Word" in real time. If you think Tetris is challenging, try it with words. Hands on demonstrations.

I/O Design 5534 WTC
P.O. Box 156
Exton, PA 19341

I/O Design uses only the finest American Made materials in the production of MacLuggage Ultimates. Our quality standards are the highest in the industry and second to none. We have been making carrying cases since 1984 and we're the

first to offer a lifetime warranty. I/O Design also manufactures computer covers, transparent keyboard protector covers, and custom mouse pads. I/O Design. A name you can trust!

IDG Books Worldwide 644 **BEC**
155 Bovet Rd. Suite 730
San Mateo, CA 94402

IDG Books Worldwide publishes high-quality books and book/disk packages for the Macintosh and other PCs. Our line of Macworld books cover general Mac computing, System 7, Music & Sound on a Mac, Word, Excel, and more! From the experts at *Macworld*, these are the most authoritative Mac-minded books available. Titles include: *Macworld Complete Mac Handbook*, by Jim Heide; *Macworld Guide to System 7*,

by Lon Poole; *Macworld Music & Sound Bible*, by Christopher Yavelow; with 5 more titles available in 1991.

Image Club Graphics, Inc. 1621 **BEC**
1902 11th St. S.E. Suite 5
Calgary, Alberta, Canada T2G 3G2 **M**

Our position within the field of desktop publishing is clear—to offer superior value on high quality fonts and clip art. We have the largest selection of quality EPS clip art. We offer the lowest prices and guarantee next day delivery on all of our products. Our entire Macintosh software line includes: 620 Type 1 PostScript fonts; 23 volumes of EPS clip art; Evolution, a font utility conversion; various fonts, clip art and photography. As well, Image Club is recognized as an in-

dusty leader in CD ROM, with fonts, clip art and photography which are all available on compact disc. Come by our booth for special show prices and a look at our three new clip art volumes. See our ad on page 66.

Image Express 159 **BEC**
1915 Orangewood, 2nd Fl.
Orange, CA 92668 **M**

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In the only event of its kind, the most powerful buying force in the Macintosh industry does its own reviewing and declares its choices for the best hardware, software, and peripherals products in the world. The annual World Class Awards from the readers of Macworld.

The Software Winners.

Best Statistics Software: StatView II and StatView SE + Graphics from Abacus Concepts, Inc.

Best Database - Developer Tool: 4th Dimension from ACIUS.

Best Color Paint Program: Adobe Photoshop from Adobe Systems, Inc.

Best Drawing /Illustration Software: Adobe Illustrator from Adobe Systems, Inc.

Best Image Processing Software: Adobe Photoshop from Adobe Systems, Inc.

Best Utility - System Enhancement: Adobe Type Manager from Adobe Systems, Inc.

Best Business Presentation Graphics: Aldus Persuasion from Aldus Corporation.

Best Page Layout Program: Aldus Pagemaker from Aldus Corporation.

Best Customer Support - Software:

A tie between Aldus Corporation and Microsoft Corporation.

Best File Server Software: AppleShare from Apple Computer, Inc.

Best Education Software: The Carmen Sandiego Series from Brøderbund Software.

Best OCR Software: OmniPage from Caere Corporation.

Best Database - End User: Filemaker Pro from Claris Corporation.

Best Project Management Software: MacProject II from Claris Corporation.

Best Authoring Tool: HyperCard from Claris Corporation.

Best Network Management/Utility:

Timbuktu and Timbuktu Remote from Farallon Computing Inc.

Best Business Accounting Software: a three-way tie between Great Plains Accounting from Great Plains Software, atOnce from Peachtree Software, and M.Y.O.B. from Teleware.

Best Personal Finance Software: Quicken from Intuit.

Best Multimedia/Animation Software: Director/Accelerator from MacroMind.

Best Music Sequencing Software: Performer from Mark of the Unicorn, Inc.

Best Game: SimCity from Maxis and Tetris from Spectrum Holobyte.

Best Utility: Application Enhancement: WordFinder from Microlytics Inc.

Best Electronic Mail: Microsoft Mail from Microsoft Corporation.

Best Spreadsheet Software: Microsoft Excel from Microsoft Corporation.

Best Word Processor: Microsoft Word from Microsoft Corporation.

Best Training Software: Personal Training Systems.

Best Black & White Paint Software: SuperPaint from Silicon Beach Software.

Best Tax Preparation/Planning Software: MacInTax from SoftView, Inc.

Best Telecommunications Software: Microphone II from Software Ventures.

Best Micro-to-Mainframe/Minicomputer Communications Software:

a three-way tie between Microphone II from Software Ventures, VersaTerm Pro from Synergy Software, and White Knight from The FreeSoft Co.

Best Programming Language: Think C from Symantec Corp.

Most Promising Newcomer - Software: a three-way tie between Adobe Photoshop, DiskDoubler by Salient Software and Norton Utilities from Symantec Corp.

Best Utility Protection/Recovery/Backup: Norton Utilities from Symantec Corp.

Best Mathematics Program: Mathematica from Wolfram Research Inc.

Best Music Notation Software: Finale from Coda Music Software.

Best 2D Graphics: Claris CAD by Claris.

Best 3D Graphics: Swivel 3D Professional by Paracomp.

Class Award Winners.

The Hardware Winners.

Most Promising Hardware Newcomer:

a tie between the Macintosh LC and Macintosh IIsx from Apple Computer, Inc.

Best Color Graphics Board, 8-bit:

Macintosh Display Card 8•24 from Apple Computer, Inc.

Best Color Graphics Board, 24-bit:

Macintosh Display Card 8•24 GC from Apple Computer, Inc.

Best CPU/Accelerator Upgrade: Macintosh IIfx Upgrade from Apple Computer, Inc.

Best Input Device - Keyboards, Tablets, Pointing Devices:

Apple Extended Keyboard II from Apple Computer, Inc.

Best Micro-to-Mainframe/Minicomputer Communications Hardware:

Apple Coax/Twinax Card.

Best MIDI Interface Hardware: Apple MIDI Interface from Apple Computer, Inc.

Best Color Monitor: AppleColor High-Resolution RGB Monitor from Apple Computer, Inc.

Best Monitor - Monochrome: Radius Pivot Display from Radius Inc.

Best Laser Printer: LaserWriter IITX from Apple Computer, Inc.

Best Printer - Other: DeskWriter from Hewlett-Packard tied with Apple's ImageWriter II.

Best Printer - Color: A tie between the ColorScript series from QMS

and the HP PaintJet Color Graphics from Hewlett-Packard.

Best Scanner - Black & White: Apple Scanner from Apple Computer, Inc.

Best Scanner - Color:

a tie between the MSF-300Z from Microtek Lab, Inc. and the Nikon LS-3500 from Nikon.

Best Hard Drive (over 160MB): La Cie from LaCie, Ltd.

Best Hard Drive (80MB to 160MB):

La Cie from LaCie, Ltd. in a tie with Apple Computer.

Best Hard Drive (under 80MB):

Apple Computer, Inc..

Best Tape Drive: Apple Computer, Inc.

Best Removable Media Drive: Bernoulli Box Series from Iomega Corp.

Best Optical Drive: Cirrus 600 from LaCie, Ltd.

Best Customer Support - Hardware: Apple Computer, Inc.

Best Modem/Fax: DoveFax from Dove Computer Corporation.

Best Digital Audio: MacRecorder from Farallon Computing Inc.

Best LocalTalk Hardware: PhoneNet Series from Farallon Computing Inc.

Best Modem: 2400 baud and 9600 baud: Hayes Microcomputer Products, Inc.

Best Video Capture and Effects:

a tie between Radius TV from Radius Inc. and ColorBoard 364 from RasterOps Corporation.

Best Ethernet Hardware:

A three-way tie between EtherGate, EtherPort, and FastPath, all from Shiva Corporation.

Macworld has earned its own outstanding reviews, winning three "Best Computer Magazine" awards from three separate, prestigious press organizations in 1991. But more importantly, we've become the leading source of news, reviews, and product information for over 410,000* active Mac buyers—the most powerful buying force in the world.

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tional multimedia software for business education and home. Teach&Test enables educators, corporations, parents to quickly produce instructional and examination materials. Train employees quickly and easily, examine students, quiz children—it's quick, easy and powerful. Try PuzzleMaker™—have fun learning and playing with this graphically-oriented multimedia product based on jigsaw puzzles.

In Focus Systems, Inc. 1942
7770 S.W. Mohawk St.
Tualatin, OR 97062

BEC

inCider/A+ 2053
80 Elm St.
Peterborough, NH 03458

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inCider/A+ is a monthly magazine offering practical information for Apple II and Macintosh users. Targeted to the home/school market, *inCider/A+* publishes feature articles, reviews, and columns covering education, telecommunications, desktop publishing, graphics, home and small-business productivity, programming, and entertainment. In addition, Apple Clinic answers readers' questions and Hints n' Techniques provides useful tips.

See our ad on page 115.

Inline Design 1513
5 West Mountain Rd.
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You loved Bomber and Darwin's Dilemma...now come see run-away hit Tesseract. Don't miss the new Swamp Gas, goofy (and geographical), and Cliff Johnson's fabulous 3 in Three. All from Inline Design, the Mac-only game company. SPECIAL! Preview Mutant Beach, the cutting edge of fully-animated action games.

Insignia Solutions Inc. 5227
526 Clyde Ave.
Mountain View, CA 94043

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SoftPC[®] allows the Macintosh to run MS-

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Integrated Device Technology, Inc. 449 **BEC**
3236 Scott Blvd.
Santa Clara, CA 95052-8015

The MacStation™ is a single-board MIPS R3000-based RISC computer that plugs into any Macintosh II computer and runs high performance UNIX™ software at 25 mips or more. The card can be accessed via MacX or a Mac terminal program and can share Mac files and I/O.

Intelligent Resources Integrated Systems, Inc. 400 **BEC**
1626 Colonial Pky.
Inverness, IL 60067-4732 **M**

Video Explorer brings the power to create professional quality videos to the Macintosh user. This NuBus card enables users to digitally combine multiple live video sources, captured images, animations, and anti-aliased titles and graphics in real time. Video effects include fades, wipes, dissolves, and keying on chrominance and luminance signals.

Iomega Corp. 5240 **WTC**
1821 W. 4000 South
Roy, UT 84067

Iomega Corp. designs, manufactures, markets and supports high-performance removable mass storage products. Best known for its patented Bernoulli™ technology, Iomega products provide unlimited data storage by combining the removability and security associated with low-performance floppies, with the high capacity and performance of hard disks. The company also offers LaserSafe™

magneto-optical systems.

James Burn/American, Inc. 5516 **WTC**
205 Cottage St.
Poughkeepsie, NY 12602

See tabletop machines that produce popular Wire-O® bound booklets, manuals and presentations for you quickly and easily in your office.

Kensington Microware Limited 5565 **WTC**
2855 Campus Dr.
San Mateo, CA 94403

Kensington Microware Limited offers a complete line of accessories and input devices for all Macintosh® computers, including anti-glare filters, system and monitor stands, security and power protection products. Our award-winners include Turbo Mouse®, voted Best Input Device for Macintosh by users worldwide, and our System Saver line of power protection devices. We'll be featuring: MasterStand™, a keyboard holder and computer/monitor stand; LaserStand™, a printer and accessory stand; MicroSaver® for power control and protection; and Maccessories® A-B Box for peripheral sharing. Other recent additions include: PassProof™, a hardware and software security solution, and several anti-glare filters for the newest Macintosh computers and displays.

Key Tronic Corp. 543 **BEC**
N. 4424 Sullivan Rd.
Spokane, WA 99216

Key Tronic offers the two best keyboards for use with any Macintosh computer. The TrakPro uses an innovative design with an integrated trackball. Software is included for customization of trackball functions. The MacPro Plus is a 105-key keyboard with added productivity features. Both keyboards are backed by limited lifetime warranties.

Koala Acquisitions Inc. 5668 **WTC**
70 N. Second St.
San Jose, CA 95113 **M**

MacVision Video Digitizers and MacVision Image Processing Software are inexpensive solutions for image capture and enhancement on Macintosh systems (Plus - IIfx). A unique SCSI, as well as traditional serial, device captures images in 24-bit color or grayscale from a variety of video sources. Included plug-in modules allow capture from within MacVision Image Processing Software version 4.0 or Adobe Photoshop version 1.0.7.

La Cie, Ltd. a Plus Development Co. 1306 **BEC**
19552 SW 90th Court
Tualatin, OR 97062 **M**

La Cie, Ltd. a Plus Development Company, backed by \$400 million in assets, is recognized internationally as a leading designer, manufacturer and marketer of hard disks, disk management software and peripherals for Apple Macintosh™ computers. We stand behind our new and innovative products with toll-free support from our dedicated technical and sales staff. Customers stand behind us with 5 World Class Awards, *Macworld* September 1991. Call 800-999-0143 for information.

Lamorinda Computer Graphics, Inc. 348 **BEC**
1248 Juanita Dr.
Walnut Creek, CA 94595

Lamorinda Computer Graphics, Inc. is owned and operated by the authors of the original MacDraft™ (TM IDD). Lamorinda's introductory product is a drawing, drafting, and design system with the ease of use and low price of simple drawing programs, and the power of high-end CAD systems, including database functionality.

Language Systems Corp. 5544 WTC
441 Carlisle Dr.
Herndon, VA 22070

Language Systems FORTRAN is the leading FORTRAN compiler on the Macintosh. The new version 3.0 adds faster execution, System 7.0 support, 68040 code generation and compatibility with Cray FORTRAN. FORTRAN Tools for AppMaker creates code for use with the Language Systems FORTRAN compiler. Wild Things is the essential tool for learning and writing XCMDs for HyperCard.

Lapis Technologies, Inc. 544 BEC
1210 Marina Village Pky. Suite 100
Alameda, CA 94501 **M**

A full line of user-configurable video cards for all Macs are available now as well as full and dual page monochrome displays and 17" or 20" color displays for the Macintosh LC, SE/30, IIfx, and IIsi.

Lasergraphics/PGSS 630 BEC
150 Speen St.
Framingham, MA 01701 **M**

Professional Graphic Systems and Services (PGSS) is proud to present the family of high resolution film recorders and external processors from Lasergraphics. The LFR and LFR+ are the best value for applications requiring imaging onto 35mm film. PGSS is NE's color hardware consultants; offering film, paper/transparency and video I/O peripherals.

LaserMaster Corp. 1000 BEC
6900 Shady Oak Rd.
Eden Prairie, MN 55344

LaserMaster laser printers offer high resolution, speed, and flexible typographic options. With LaserMaster's advanced TurboRes technology, Macintosh users gain professional publishing power: up to 1200 dpi resolution, full PostScript capability, 11" x 17" pages, print speeds

up to 20 pages per minute, AppleTalk networking, and up to 135 standard fonts — all at very competitive prices.

Leaf Systems, Inc. 137 BEC
250 Turnpike Rd.
Southboro, MA 01772

Leaf Systems designs and manufactures equipment for publishing, printing and graphic arts environment. The Leafscan 35 and 45 are state-of-the-art scanners for color or black and white transparencies and negative films, offering the user unsurpassed dynamic range and resolution. The scanner products are distributed through a VAR channel.

Letraset 5261 WTC
40 Eisenhower Dr.
Paramus, NJ 07653 **M**

Letraset's software products for the Macintosh include ColorStudio with Shapes for color image creation and manipulation, DesignStudio for professional page-layout, FontStudio for font and logo creation, ImageStudio for grayscale image manipulation, LetraStudio for display type manipulation, Ready, Set, Go! for entry-level page-layout, and the Letraset library of display typefaces, now available in TrueType and Type 1 formats.

Leviathan Corp. 1806 BEC
31201 Chicago Rd. Suite B-202
Warren, MI 48093 **M**

Leviathan Corp. (LC) is a high-technology media services firm that produces products across multiple Macintosh platforms. This year, LC is pleased to feature Blade™—a new standard in high-resolution, multi-color, arcade style adventure games. See for yourself—and take advantage of Blade's low introductory price.

See our ad on page 2.

Liberty Systems 416 BEC
160 Saratoga Ave. Suite 38
Santa Clara, CA 95051 **M**

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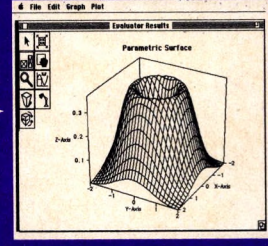
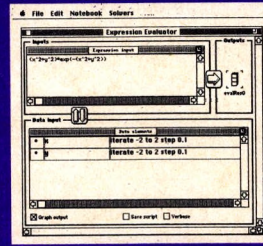
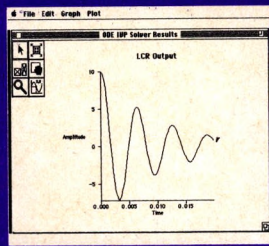
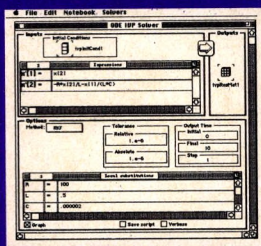
Linotype 5862 WTC
425 Oser Ave.
Hauppauge, NY 11788

Logical Operations 5162 WTC
595 Blossom Rd.
Rochester, NY 14610 **M**

Logical Operations offers PageMaker, Excel, Word, and over 70 more training materials for your Macintosh, PC, and Windows training classrooms throughout the world. Courses include instructor notes, student manuals and data disks. Unlimited post-purchase telephone support and two years of free upgrades to instructor notes. Call 800-456-4677 for a free evaluation.

Logitech, Inc. 1600 BEC
6505 Kaiser Dr.
Fremont, CA 94555 **M**

The Logitech booth features our complete line of desktop tools for the Macintosh, including new CatchWord™ Pro Optical Character Recognition Software. Visitors can get their hands on both MouseMan™ Ergonomic Mouse and TrackMan® Stationary Mouse for the Mac as well as our gray scale scanner, ScanMan® Model 32.



HiQ's Problem Solvers automatically generate 2D or 3D graphical plots that can then be interactively edited as well as animated.

THE SOLUTION TO YOUR REAL WORLD ENGINEERING PROBLEMS

Integrated in one system – all the engineering tools you need for complex projects or everyday problem solving:

- the most extensive library of built-in functions available in any engineering program
- the first 4th generation, object-based programming language tailored for engineers, scientists, and mathematicians – HiQ-Script™

HiQ™

• HiQ's Problem Solvers™ – intuitive interfaces for easy access to over 100 very sophisticated mathematical algorithms

- interactive 2D & 3D scientific graphics capabilities as complete as any stand-alone program

Come see HiQ at **Macworld, Bayside Center**, or call us at 1-800-488-8662.



BIMILLENNIUM

First in Power Computing Software

Booth # 636

Bimillennium Corporation • 101 Albright Way Los Gatos, CA 95030 • 1-800-488-8662

Lotus Development Corp. 5628 WTC
55 Cambridge Pky.
Cambridge, MA 02142

Lotus Development Corp. will demonstrate 1-2-3 for Macintosh, a high performance and innovative spreadsheet that optimizes the Macintosh environment. Designed the way a user works, 1-2-3 for Macintosh delivers significant new spreadsheet features and functionality that are easy to use, including 3D spreadsheets, direct manipulation of text and graphics and in cell editing. In addition, cc:Mail LAN-based electronic mail packages for Macintosh will be shown.

Loviel Computer Corp. 614 BEC
5174 West 76th St.
Edina, MN 55439

Loviel Computer Corp. is a developer of Mac storage products including Maxcess hard drives and SCSI Director utility software. Loviel is showing the Maxcess 1300, an ultra-fast disk with a SCSI II accelerator card. Also on display is SCSI Director 2.0, a powerful utility for the setup and maintenance of virtually any storage device.

**MacAcademy/
Florida Marketing Int'l 5146 WTC**
477 S. Nova Road
Ormond Beach, FL 32174

**Macamerica, the Macintosh
division of Merisel, Inc. 5020 WTC**
631 River Oaks Pky.
San Jose, CA 95134-1907

Macamerica, Merisel's dedicated Macintosh division, distributes to resellers more than 3,200 Macintosh products including a complete product line of hardware and software for graphics, connectivity, desktop presentation, utilities, and more. Macamerica is exhibiting a selection of innovative and new products from over 20 leading-edge Macintosh manufacturers in one location.

Macintosh Product Registry 5609 **WTC**
660 Beachland Blvd.
Vero Beach, FL 32963

The Macintosh Product Registry is a quarterly publication that contains more than 4,900 Macintosh-related product listings, including business and professional software, personal and home software, hardware and peripherals, and accessories. Each listing contains the name of the product, system requirements, description, pricing and company information.

MacroMind, Inc. 5112 **WTC**
410 Townsend Suite 408
San Francisco, CA 94107 **M**

MacroMind, Inc. is the leading developer of software tools and technology that support multimedia computing on personal computers. Its flagship product, award-winning MacroMind Director, is the defacto standard for multimedia presentations, animations, and interactive multimedia applications. MacroMind's multimedia systems level technology are licensed by industry leaders, including Microsoft® and Fujitsu®.

MacTemps 5662 **WTC**
54 Church St.
Cambridge, MA 02138

MacTemps is the only national temp agency whose personnel specialize in using the Macintosh. When you must handle special projects, staff personnel shortfalls, fill vacancies or sick leaves, we provide temporaries who are professional, personable, and best of all, who know the Mac. MacTemps specializes in desktop publishing, word processing, presentations, graphic, design illustration, secretarial, data entry, spreadsheet and database development.

MacTutor 5520 **WTC**
1250 North Lakeview Suite 0
Anaheim, CA 92807
See our ad on page 101.

MacUser/MacWEEK 5634 **WTC**
950 Tower Ln., 18th Fl.
Foster City, CA 94404

MacUser offers product-intensive, lab-based information to Macintosh business buyers implementing Mac technology to increase productivity and gain competitive advantage. *MacWeek*, the weekly newspaper for Macintosh managers, features product news and analyses, reviews, buyers' guides and opinion columns. Drop by World Trade Center #5634 for free sample issues and subscribe today!

MacVONK USA 460 **BEC**
313 Iona Ave.
Narberth, PA 19072

MacVONK USA is a subsidiary of MacVONK International. Currently, MacVONK has 5 subsidiaries covering Europe, USA and Canada. The parent company is based in Zeist, The Netherlands. Its distribution network is based on an organization of a group of eighteen independent Macintosh Software distributors, each representing one country.

Macworld Magazine 1207 **BEC**
501 Second St. **5304** **WTC**
San Francisco, CA 94107

Averaging 395,000 in total circulation, *MACWORLD* is the largest Macintosh Magazine, bringing buyers and sellers together worldwide. Honored as "Best Computer Magazine" by the Computer Press Association, *MACWORLD* is the leading resource for Macintosh information. *MACWORLD* features product reviews by Macworld Labs, hands-on tutorials and departments covering consumer issues and technology trends.
See our ad on pages 67-69 and back cover.

Madison Line, The 5625 **WTC**
518B Tamalpais Dr. PO Box 338
Corte Madera, CA 94925

Magic Software 442 **BEC**
2239 Franklin St.
Bellevue, NE 68005

AutoSave II, vs. 2.0—Automatically saves your work...transparently. With a power outage or some other catastrophe, AutoSave works to protect your work in progress. BACKMATIC—Backmatic will do a complete backup or backup just new or changed files automatically at specified times, including shutdown. Backup to floppies, another hard drive, or removable cartridges. All new—vs. 2.0. POWERicons, vs. 1.1—Create a POWER icon, put it anywhere...any folder...on the desktop...or attach a document to it, when the icon is double clicked the document automatically opens with the application.

MapInfo Corp. 337 **BEC**
200 Broadway, Hendrick Hudson Bldg.
Troy, NY 12180 **M**

MapInfo Corp.'s desktop mapping/GIS software displays your database information on maps of any scale from street-level to worldwide. Using MapInfo's powerful relational database engine, you can perform geographic analyses like never before. Create pin maps, shaded maps and presentation quality output that you can incorporate into your desktop publishing application. Other features include address matching, map and boundary editing and presentation output. Large map library available. DOS, Macintosh, Windows, Sun and HP platforms available.

MarketPlace Information Corp. 1907 **BEC**
One Canal Park
Cambridge, MA 02141

HOW TO BRING A CLASSIC UP TO SPEED.

The answer's easy. Get a Mobius 030 Display System.™

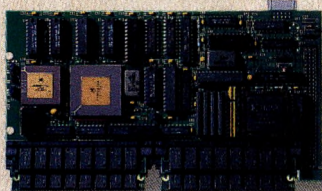
The biggest thing to hit monitors in years. A big screen with built-in acceleration that lets you keep pace with the latest Macs. Even System 7. Turning your Mac™ Classic or SE into a genuine workstation.



With System 7 and Virtual 3.0 compatibility, you can increase system memory to 16MB.

A workstation with up to five times more work space without scrolling. Enough room for an entire layout in PageMaker,™ the final word in Word,™ or a full year in Excel.™ Even multiple windows from different applications.

Besides thinking bigger, you'll think more clearly. With images and text that are always razor-sharp, rock-solid—"the most visually appealing" to MacWorld.



Our built-in 25 MHz 030 Accelerator will make your entire Mac go faster. Six times faster. Or faster yet with our 68882 math coprocessor.

Mobius is also the first to be up to speed on System 7. And with our Virtual™ 3.0 feature, you can



Mobius 030 Displays with built-in acceleration for the Classic and SE. Acclaimed within the industry for their "remarkably low price," they start at \$1095.

increase system memory up to 16MB. So your Mac can take advantage of every facet in Apple's new system software.

While your Mac goes faster with Mobius, your cash doesn't. It's no wonder Mobius earned MacWeek's best upgrade value and a perfect score with MacGuide.

Get up to speed. Call 800-669-0556 for our free direct catalog or your nearest Mobius dealer. Then turn your Mac into a much bigger Classic.



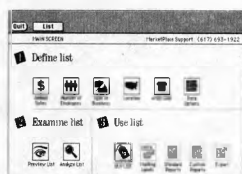
See us at Booth #208
Bayside Expo Center

One CD-ROM On Your Desktop

One innovative software package that delivers big-business direct-marketing power to small businesses.

One easy-to-use tool for targeted marketing, cost-effective direct mailing and telemarketing, and insightful market analysis.

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7 million US businesses. Plus easy-to-use software for selecting according to your criteria--location, type of business, annual sales volume (as a range), and by business size

**Booth 1907
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MarketPlace Information Corp. presents Version 1.1 of MarketPlace Business, the award-winning product that gives you desktop access to over 7 million business prospects. MarketPlace Business combines a comprehensive database of U.S. businesses with easy-to-use software that allows you to create targeted prospect lists instantly and analyze markets in minutes. It's the ideal product for market researchers, marketing consultants, or anyone who sells to businesses.

See our ad on page 76.

Marstek, Inc. 436
17795-F Skypark Cir.
Irvine, CA 92714

BEC

M

Marstek, Inc. will show its complete line of hand scanners including the MAC ColorArtist, an 18 bit color hand scanner capable of capturing up to 256,144 colors. The MAC ColorArtist scans in four different modes, Super Color Gray, Color Gray, Mono Gray and Halftone/Text, in up to 400 DPI for true gray-scale and 200 DPI for color images. Bundled software include Color Enhance, which allows users to save files in various formats.

MASS Microsystems, Inc./HyperPro, Inc. 5644
810 W. Maude Ave.
Sunnyvale, CA 94086

WTC

M

MASS Microsystems, the premier developer of multimedia solutions and removable storage system for Macintosh computers, presents several exciting new products in addition to its renowned family of ColorSpace and QuickImage videographics products and award-winning DataPak line of removable cartridge drives, including the new DataPak 88. HyperPro, Inc., custom developer of multimedia software, features its leading software program, "VideoAuthor," a HyperCard-based interactive authoring system.

Masters Publishing 5512
806 S. Seventh St.
Ann Arbor, MI 48103-4647

WTC

Masters Publishing produces and supports the programming tools of choice among developers worldwide. The Programmer's Extender and Dialog-Handler are two of the best and most popular source code libraries for the Macintosh. Through the quality of our libraries, we are supporting excellence in Macintosh software. If you program or would like to, stop by and see us.

Maya Computer Company 1022
Bridge St. Marketplace
Waitsfield, VT 05673

BEC

M

Maya Computer Company is the world's premier buyer and seller of used Macintosh equipment. Maya examines each machine carefully, replaces worn components, updates parts where necessary, and then covers each Mac with a one-year warranty. In addition to quality used computers, Maya is an authorized reseller of every major line of Mac-compatible peripherals, including monitors, printers, scanners, modems and CD-ROMs. If it's for the Mac, Maya sells it.

MegaGraphics, Inc. 5211
439 Calle San Pablo
Camarillo, CA 93012

WTC

M

MegaGraphics, Inc. is the manufacturer of superior display systems for Macintosh computers. Products range from black-and-white two-page displays to the company's 24-bit truecolor Trinitron monitor systems. Demonstrations of all display technologies will be available during the entire show.

Memory Plus, Inc. 569
43 Hopkinton Rd.
Westboro, MA 01581

BEC

Memory Plus distributes Macintosh memo-

NewLife™ “The Best Value 68030 Accelerator” (Macworld, July 1991)

Experience the Performance;
NewLife Accelerator Cards
feature:

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- System 7 Compatibility
- 68030 Power and Speed
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- Memory Expansion to 20 Meg.
- Crash Resistant Bootable Ramdisk
- Optional “VIRTUAL 3.0” from Connectix
- Optional Video Adapter

NewLife
accelerators
are
unmatched!

(Section of the NewLife
accelerator board illustrated.)

Description:

The NewLife series of accelerators gives unparalleled speed, power and productivity to the compact Macintosh. No longer will you be waiting for your machine to respond to your next command, it will work with you at your speed. NewLife has broken the price/performance barrier by utilizing custom circuits (ASIC's) and surface mount devices, the same technology Apple uses in their latest machines. With a NewLife accelerator, you will have access to 20 Megabytes of RAM on the Mac Plus™, SE™ and Classic™ utilizing low profile 4 Meg. SIMM's. To further complement these features NewLife offers an optional video adapter. This allows the user to expand to a two-page display with their accelerator.

For more information, contact:

NewLife Computer Corporation
603 March Road
Kanata, Ontario Canada K2K 2M5

Telephone: (613) 592-5080
Toll free: (800) 663-6395
Fax: (613) 592-9738

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of NewLife Computer Corporation.
Other brand and product names
are trademarks of their respective holders.
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See us at Booth 2041 Bayside

CABD design

NewLife™

ry and upgrade products worldwide. Our product line includes 256K, 1MB, 2MB, 4MB SIMMS, accelerators, enhancement boards, floating point units, cache cards, video ram, and memory upgrades for all Macintosh computers and all popular laser printers. For Macintosh telecommunications we offer a full line of modems and fax/modems. Stop by our booth for quality products at Great Prices!!

Memorybank, Inc. 532 BEC
2223 Packard Rd. Suite 12
Ann Arbor, MI 48104

Memorybank, Inc. is announcing the new Memorybank II subsystem, offering 1-3GB of disk capacity integrated with a 2.5 or 5.0GB 8mm tape backup. The Memorybank II offers disk volume partitioning and copy integrated diagnostics and server and multi-zone workstation backup including "live", server-based AppleShare backup, catalog restorations and audit capability.

Metropolis Software, Inc. 1316 BEC
505 Hamilton Ave. Suite 305
Palo Alto, CA 94301

Metropolis develops and markets Macintosh real estate software. Real Estate Edge is a prospecting system for sales agents. ProAnalysis analyzes investment properties. The Ten Minute Property Manager is an accounting system for rental properties. Metropolis will also show DB/Write, their add-on word processor for HyperCard and 4th Dimension.

Micro Dynamics, Ltd. 5145 WTC
8555 16th St., 7th Fl.
Silver Spring, MD 20910 M

Micro Dynamics MARS® (Multi-User Archival and Retrieval System) stores scanned documents and computer files

on optical disk and retrieves them by key word search. With OCR and the FreeForm™ full-text searching option, users may retrieve a document using any word or text pattern it contains.

Micro Electronic Technologies 319 BEC
35 South St.
Hopkinton, MA 01748

Micro Planning International 1606 BEC
655 Redwood Hwy. Suite 311
Mill Valley, CA 94941

MPI, the leading international full service project management consulting firm announces Micro Planner™ Manager, the ultimate in power, presentation graphics and ease of use for the management of projects of up to 1000 tasks. Features PERT, GANTT, Outline or Table format; Custom screens, reports and chart symbols. Fully compatible with X-Pert, MPI's high end product (up to 10,000 tasks).

Microcom, Inc. 321 BEC
500 River Ridge Dr.
Norwood, MA 02062

Headquartered in Norwood, MA, Microcom, Inc. manufactures PC and Macintosh connectivity products that include Protocol Modems™, portable modems, communications and utility management software packages, LAN internetworking bridges, and ISDN products. Among Microcom's Macintosh offerings are the Carbon Copy Mac™, Virex®, MacModem™ V.32, Microcom 911 Utilities™, Complete Undelete™, and Citadel™ products.
See our ad on page 70.

MicroFrontier, Inc. 5556 WTC
3401 101st St. Suite E
Des Moines, IA 50322

Microlytics 911 BEC
2 Tobey Village Office Park
Pittsford, NY 14534

Microlytics is a leading publisher of linguistic and reference software products. Microlytics' products available via retail channels and OEM licensing include Word Finder, COfer, and the INFODESK series which features The Random House Encyclopedia, Strunk and White's The Elements of Style, and Inside Information. Products available through OEM licensing include Spell Finder, (available in 17 languages), The Word Finder thesaurus, hyphenation, and a grammar checker.

Micron Technology, Inc. 514 BEC
2805 East Columbia Rd.
Boise, ID 83706

Micron's Memory Applications Group manufactures and markets a series of system-level products, including a line of add-in boards for Apple Macintosh and Hewlett Packard. Also included in the company's product line are a variety of memory modules. The company also provides OEM custom design and manufacturing services.

MicroNet Technology, Inc. 5566 WTC
20 Mason
Irvine, CA 92718 M

See live demos of MicroNet's exciting new disk mirroring, duplexing, and RAID fault tolerant systems. Experience the incredible speed of our 16-bit RAVEN Disk Arrays for the Macintosh. RAVEN utilizes fast spindle hard disk drives, and MicroNet's NuPORT SCSI-2 accelerator for 4.4 MByte/sec sustained data transfers. See MicroNet's other high performance hard disk systems which utilize the unique power and speed of the NuPORT SCSI-2 accelerator. MicroNet specializes in internal and external hard disk systems for the Macintosh ranging from 40 to 2,700

MBytes, with access times as fast as 5.7 ms. We offer high capacity 5.0 GByte DAT backup systems, 45 and 90 MByte SyQuest removable cartridge systems. **See our ad on inside back cover.**

Micropolis Corp. 536 BEC
21211 Nordhoff St.
Chatsworth, CA 91311 M

Micropolis will introduce the fastest, highest quality disk drives ever for the Macintosh. The new MICRODISK® external storage subsystem product line features Netware Ready High Speed (HS) disk drives with effective access times as low as 3.9 milliseconds. MICRODISK drives also come complete with Macintosh formatting and partitioning software, SCSI cable, and external terminator. **See our ad between pages 64-65.**

Microseeds Publishing, Inc. 1416 BEC
5801 Benjamin Center Dr. Suite 103
Tampa, FL 33634

Microseeds will be showing new versions of Redux (powerful but painless backup) INITPicker (super for INIT management), and Rival (inobtrusive virus protection). You can also see Screen Gems (a great collection of utilities for the Macintosh II), and Astrix (astrological entertainment software). Stop by and say hi!

Microsoft Corp. 5410 WTC
One Microsoft Way
Redmond, WA 98052

From the time the first Macintosh® was introduced in 1984, Microsoft has taken the lead in developing advanced, popular, and widely used products for Apple® Macintosh computers. Microsoft develops, markets and supports a wide range of software for business and professional use including Excel 3.0, the first shipping product to support System 7.

Microspot 5452 WTC
20421 Stevens Creek Blvd. Suite 240
Cupertino, CA 95014

Setting the standard in color output. From the ImageWriter to the Pen Plotter to the Electrostatic Plotter. The MacPlot Series and the MacPalette Series offer affordable full color output. MacInteriors, the easy to use 3D Interior Design package, will also be shown. Call 800-MAC-PLOT.

MicroStore Inc. 1707 BEC
P.O. Box 33
Le Sueur, MN 56058

MicroStore manufactures high-quality, disk storage units and mouse pads. Attention to detail and maintenance of quality are MicroStore's priority concern. Most art can be utilized into making custom mouse pads by utilizing either a silkscreen or a laminated process. DiskBooks and Travellers store and carry disks ranging from 4 to 32 unit capacity.

Microtech International, Inc. 100 BEC
158 Commerce St.
East Haven, CT 06512

Microtech will premiere an exclusive high capacity Macintosh storage product featuring the latest in 3-1/2" technology, high capacity internal storage solutions, and a 2GB capacity tape backup system. Also on display will be the critically acclaimed Nova Series, 50MB-1.35GB hard drives backed by a five year warranty; the R50 removable drive, ready to store both Macintosh and MS-DOS files on the same cartridge; the OR650 rewritable optical drive; the CD600 CD-ROM drive with Microtraxx audio control software; and a complete line of memory modules, allowing expansion up to 128MB.

Microtek 500 BEC
680 Knox St.
Torrance, CA 90502

Microtek is displaying the ScanMaker 600ZS Color/Gray Scanner which features 24 bit color and 8 bit gray-scale capability at 600 dpi. Also displayed is the ScanMaker 1850S Color Slide Scanner. It scans full 35mm x 35mm color positives or negatives at up to 1850 dpi. Also, TrueLaser, Microtek's new TrueImage laser printer, which includes 35 resident TrueType fonts and the AMD RISC processor is being shown. TrueLaser is PostScript and PCL compatible.

MicroTouch Systems, Inc. 136 BEC
55 Jonspin Rd.
Wilmington, MA 01887 M

MicroTouch will be exhibiting the UnMouse, the innovative touch-sensitive tablet that replaces the mouse. The UnMouse is the most intuitive input device available and gives you complete cursor control with just the touch of your finger. It's faster than a mouse yet requires a minimum amount of desk space. The UnMouse also serves as a function keypad, and when used with its stylus, serves as a small graphics tablet. MicroTouch will also be displaying its new line of Mac'n Touch Screens which now use ClearGuard™, the optical coating that gives the screen the optical clarity and durability of plain glass. Mac n' Touch systems are ideal for multimedia kiosks or training applications and are available as kits or as complete touch monitors. Each screen comes with a five year warranty. Several multimedia public access applications will be displayed in the booth.

Mirror Technologies 1830 BEC
2644 Patton Rd.
Roseville, MN 55113 M

Nobody has been selling Macintosh peripherals direct longer than Mirror. Since 1985, we've been offering reliable products at fair prices, backed up by top-

notch after sale support. Come see our line of storage devices...Sneak preview our new monochrome displays...See why *MacUser* says "Mirror's 20" Trinitron® display is a real bargain."

Mitsubishi Electronics America, Inc. - Information Systems Division 2103 & 2105 BEC
991 Knox St.
Torrance, CA 90502 M

The Information Systems Division (ISD) of Mitsubishi Electronics America, Inc. is responsible for the sales, marketing and technical support for the company's line of color monitors, color printers, flexible and optical disk drives, and scanners. The division is headquartered in Torrance, California. Regional sales offices are located in or near Atlanta, Boston, Chicago, Dallas, Los Angeles, New York, San Jose and Washington. The Canadian national sales office is located in Toronto.

Mitsubishi International Corp. 5812 WTC
701 Westchester Ave.
White Plains, NY 10604

Mitsubishi International will display its new Shinko CHC-S445, 300 DPI, A-size, dye sublimation color printer. The CHC-S445 supports full 24-bit color and produces true continuous-tone prints for photographic quality output. Our SC-7500 color scanner with new transparency option is demonstrated with the CHC-S445 to show a complete solution for 24-bit color scanning and printing.

Mobius Technologies, Inc. 208 BEC
5835 Doyle St.
Emeryville, CA 94608

See our top-rated Mobius 030 Display System, a superior quality display with built-in 25 MHz 030 Acceleration. Considered one of the best upgrade values for the Macintosh Classic and SE, it pro-

vides a dramatic increase in functionality, performance, and ease of use. Mobius will introduce our new line of One and Two Page Displays with built-in Ethernet for the SE/30 and Mac II family.
See our ad on page 75.

ModaCAD 5858 WTC
1954 Cotner Ave.
Los Angeles, CA 90025 M

ModaCAD™ unparalleled systems for Industrial design, Entertainment, Graphics, Fashion, Interior and Architectural design, and more. New ModaVISION™ features unprecedented A.I. based 3D real time modeling and rendering and stereoscopic viewing projecting the model out of the screen while rendering in the highest resolution photo-realistic detail and color.

Monotype, Inc. 318 BEC
2500 Brickvale Dr.
Elk Grove Village, IL 60007

Monster Design Group 5221 WTC
274 Wattis Way
So. San Francisco, CA 94080 M

Monster Design Group is an internationally recognized manufacturer of innovative products and accessories for the Macintosh. The company began five years ago as a subsidiary of Monster Cable Products, Inc.®, introducing MacCable® Products which provide the highest quality connections for Macintosh printers, monitors, hardware accessories and networks. Monster Design Group recently expanded its product line into the multimedia field with MacSpeakers®, a personal speaker system providing high fidelity sound for your computer; future plans include a Micro-Subwoofer as well as other audio related accessories. Monster Design Group is committed to developing products which set the standard for audio reproduction in the computer industry.

Montage Publishing, Inc. 5007 WTC
25550 Hawthorne Blvd. Suite 314
Torrance, CA 90505

Motion Works Inc. 1808 BEC
#300-1334 W. 6th Ave.
Vancouver, B.C., Canada V6H 1A6 M

ADDMOTION — Motion Works Inc....The first animation and color paint program to be fully integrated within HyperCard 2.0. Add animation, color and sound to any HyperCard stack quickly and easily. Includes intuitive interface, pathbased animation, sound editor, and built-in color paint with 24 bit color support.

Mouse Systems Corp. 2037 BEC
47505 Seabridge Dr.
Fremont, CA 94538 M

Mouse Systems Corp., founded in 1982, is a leading designer and manufacturer of microcomputer-based optical and opto-mechanical input devices for the worldwide end user, retail, distribution and OEM market places. Mouse Systems' products supports IBM and Apple microcomputers and Sun®, UNIX™-based workstations. The company also offers a line of "mouseable" software including graphics and utility and CAD packages.

Multi-Ad Services, Inc. 5128 WTC
1720 W. Detweiller Dr.
Peoria, IL 61615 M

Multi-Ad Creator, Multi-Ad Search and ProArt Professional Art Library. Multi-Ad Creator is tailored especially for the display ad designer who uses an Apple Macintosh computer. Creator excels in all areas of ad layout. Multi-Ad Search is a graphic utility program for creating, cataloging and managing Macintosh-based graphics for placement into layout programs. Search takes the time and effort out of organizing and indexing art files. ProArt Professional Art Library contains a selection of high-quality Encapsulated PostScript illustrations to enhance publications and newsletters. There are currently 12 collections available.

Mysterium Tremendum 5637 WTC
245 Jefferson Dr.
Pittsburgh, PA 15228

A Program Guide reader named James said, "I'm bored with these companies' claims." But then he found one that sounded like fun, and went off to play their new games.

Nada-Concepts, Inc. 533 BEC
842 22nd Ave. S.E.
Minneapolis, MN 55411

"BACK-UP" (Nada-Chair) is a padded sling that uses simple body leverage to provide perfect back support in any sitting position. It is excellent for computer users or anyone who has to sit for long periods of time. It can be used in any computer or office chair to promote proper posture and relieve lower back tension. BACK-UP your discs with the ultimate in user-friendly software!

National Association of Desktop Publishers 2108 BEC
1260 Boylston St.
Boston, MA 02215

The National Association of Desktop Publishers (NADTP) is the desktop publishing industry's foremost trade association. Members receive the Journal, a 4-color monthly magazine that provides up-to-date information on the industry and includes a membership benefits section listing discounts on hardware, software, books, training aids, etc. Membership in NADTP is \$95/year. 800-874-4113.

National Instruments Corp. 5669 WTC
6504 Bridge Point Pky.
Austin, TX 78730-5039

National Instruments is exhibiting its personal instrumentation products for engineers and scientists integrating data acquisition, GPIB, and VXI systems,—

Bayside
BOOTH # 342
• Special Show Price •

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including a wide array of plug-in boards for high-performance and low-cost applications, and LabVIEW 2 graphical programming software. LabVIEW 2 is featured in several application examples including test, process monitoring and control, DSP and audio-frequency, and personal instrumentation.

Natural Intelligence, Inc. 5663 WTC
2067 Massachusetts Ave., 5th Fl.
Cambridge, MA 02140

Natural Intelligence, Inc. provides a full range of custom and commercial Macintosh-based products and services. As 4th DIMENSION specialists, the company develops professional, customized databases and trains clients as

database users, administrators, and designers. Additionally, Natural Intelligence offers Easy4D™, the best-selling 4th DIMENSION development environment.

NEC Technologies, Inc. 1537 BEC
1414 Massachusetts Ave.
Boxborough, MA 01719 M

NEC will display the new Colormate PS Model 40 and Model 80 thermal transfer printers offering Pantone certification, Adobe PostScript and 300 DPI. Other laser printers displayed will be the Silentwriter 2 Model 90 and Model 990. The newly updated Intersect CD ROM products will be on display offering the highest performance and reliability at competitive prices. The MultiSync 3DS and MultiSync 4DS will be demonstrated. These products offer reduced magnetic field technology, as well as more comfortable working conditions for the desktop monitor user.

New York MacUsers' Group 325 BEC
688 Sixth Ave.
New York, NY 10010 M

The New York MacUsers' Group (NY-MUG) is a not-for-profit educational organization founded in 1984 for the exchange of ideas, assistance and support among users of the Apple Macintosh Computer. Our monthly meetings include a question-and-answer session, announcements of upcoming NYMUG and Macintosh-related events, guest speakers and product demonstrations. NYMUG is one of the largest and most active user groups in the country. Although we celebrate the Macintosh computer and related products, NYMUG is not connected with Apple Computer, Inc. in any way.

Newer Technology 560 BEC
7803 E. Osie Suite 105
Wichita, KS 67207 M

Debuting will be SCSI-2 Dart, a 10MB/sec, 0.05ms SCSI access-time

RAM drive. It provides 4MB to 2GB of storage. Also debuting is ULTIMA 64. ULTIMA is four 16MB SIMMs which may be configured as a non-volatile motherboard RAM drive, as standard memory or as a combination of both. Newer's entire line of 4MB and larger SIMMs will be shown along with their Portable and Classic Memory Cards.

NewGen Systems Corp. 330 BEC
17580 New Hope St.
Fountain Valley, CA 92708

NewGen Systems' line of affordable, high resolution PostScript compatible laser printers with resolutions from 300x300 to 1200x600 dpi offer printing solutions for in-house type and image setting needs. Combining high speed RISC controllers with Auto Recognition Technology (ART) and Image Enhancement Technology (IET) makes NewGen laser printers a complete multi-platform network printing solution.

NewLife Computer Corp. 2041 BEC
603 March Rd.
Kanata, Ontario, Canada K2K 2M5

NewLife Computer Corp. introduces its new line of low-cost, high-performance accelerator cards for the compact Mac family. These cards greatly enhance the productivity of Apples low-end machines. A complete range of product is offered servicing the 128K thru the Macintosh Classic™. All products are System 7 compatible and offer a range of features, including virtual memory, math co-processor, and video. **See our ad on page 77.**

Newtek, Inc. 5157 WTC
215 SE 8th St.
Topeka, KS 66603 M

Incorporate macintosh graphics into desktop video productions with the Video Toaster. Includes: Broadcast quality for input production switcher, real time digital

video effects, character generator, two 24-bit frame buffers, frame grabber, 24-bit paint system and 3D rendering, modeling and animation. The Video Toaster reads macintosh picture and 3D object j84 formats. \$3995 Retail.

Nolo Press 432 BEC
950 Parker St.
Berkeley, CA 94710

Nolo Press, the nation's foremost publisher of self-help legal materials, features the best-selling WillMaker 4.0 and For the Record 2.0, our comprehensive home and family record keeping system. We will also be displaying a selection of our popular consumer legal guides.

NoRad Corp. 5052 WTC
1549 11th St.
Santa Monica, CA 90401

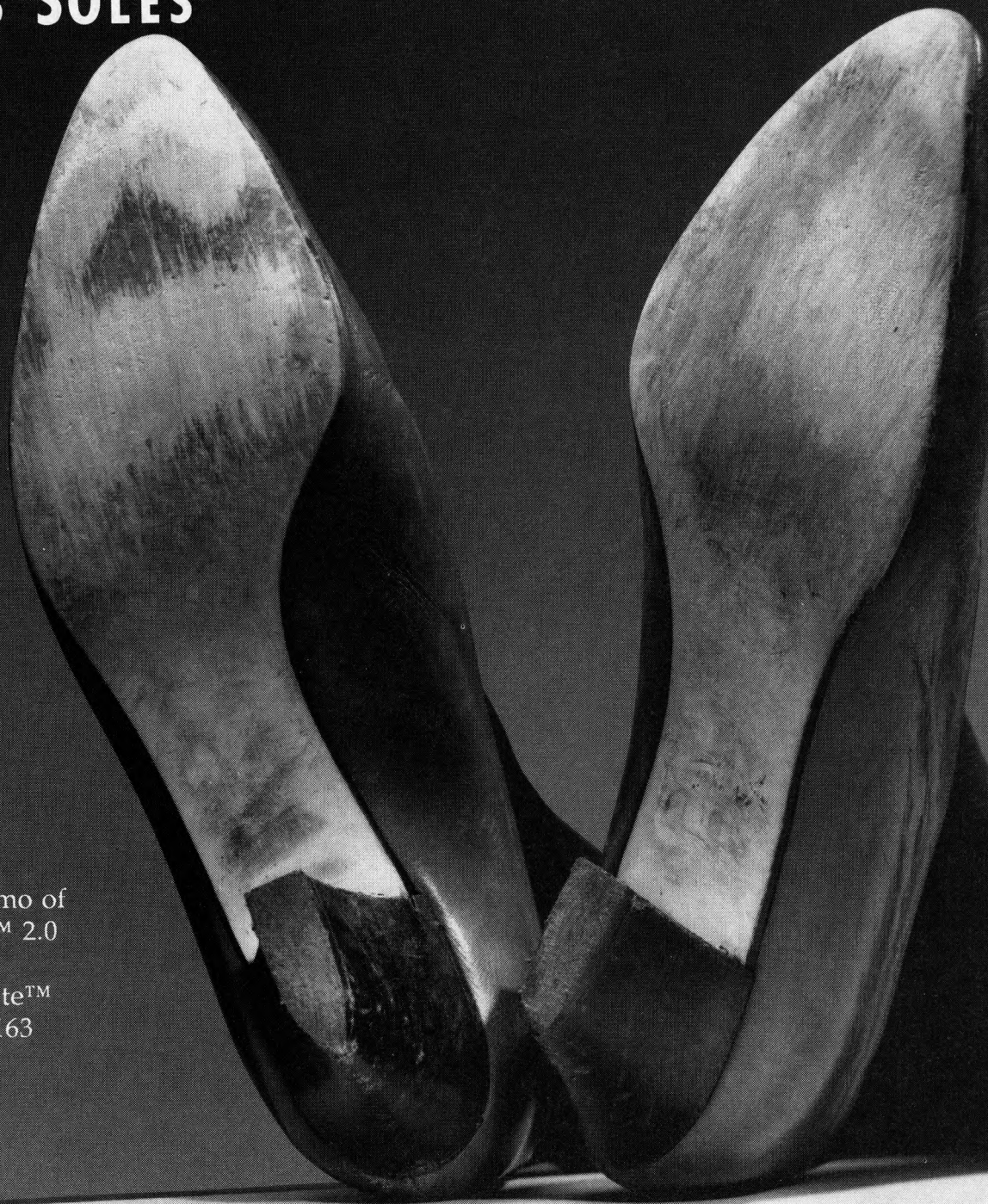
NoRad Corp. manufactures a line of high-resolution radiation/glare shields for virtually all computer monitors. The NoRad Shield protects computer operators from non-ionizing electromagnetic radiation through the front of computer monitors. The NoRad Shield also eliminates static electricity, glare and reflections.

Novell, Inc. 5604 WTC
122 East 1700 South
Provo, UT 84606-6194

Novell, Inc. develops NetWare systems software products that manage and control the sharing of data across a variety of network computing environments, including computer workgroups, departmental networks and business-wide information systems. For more information, call 1-800-LANKIND.

Now Software, Inc. 437 BEC
520 S.W. Harrison Suite 435
Portland, OR 97201

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and
Instant Update™
at booth #5163

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or contact us through our AppleLink™ or America Online™ Bulletin Boards.

SYSTEM AND NETWORK MINIMUM REQUIREMENTS

Software runs in background. Servers require 500K RAM per 100 users. Compatible with AppleTalk®/LocalTalk® and EtherTalk™ networks. Works with ADSP®, AppleShare®, QuickMail®, Microsoft Mail®, TOPS™ and other network products. Supports cross-zone and multiple server configurations.



Making the Right Connections™

NuDesign Engineering 568 **BEC**
5251 West 73rd St. Suite 1
Edina, MN 55439

NuDesign, an innovator in Macintosh storage products, will be exhibiting NuDrive; the first hard drive on a card for the Mac. Available for all NuBus Macs, in capacities up to 425mb, this product will simplify the installation process for Mac II internal drives. See the new drive at Bayside, booth #568.

nView Corporation 2044 **BEC**
11835 Canon Blvd.
Newport News, VA 23606

O.C.E.A.N. Microsystems, Inc. 1624 **BEC**
246 E. Hacienda Ave.
Campbell, CA 95008 **M**

O.C.E.A.N. Microsystems will demonstrate its line of removable storage subsystems for Macintosh, including Tidalwave 650 (5.25GB MO drive), Trident (6.5GB MO desktop jukebox), Vista 130 (3.5" 128 MB rewritable MO drive), Voyager 88 and Voyager88D removable hard drives, in single and dual configurations. All O.C.E.A.N. products are ideal for data organization exchange and security, archiving, CAD/CAM/CAE, multimedia, electronic and desk-top publishing, graphics and image processing.

Occam Research Corp. 1730 **BEC**
42 Pleasant St.
Watertown, MA 02172

Occam Research will demonstrate MUSE®, a unique desktop software application designed to allow easy and powerful analysis of complex data. MUSE is categorized by Forrester Research as "hybrid-ware," an emerging class of products which appeal to both end-users and corporate IS professionals. At Macworld, Occam plans to expand its alliances with VARs, Resellers, Information Publishers, and Corporate Test Sites.

OCLI (Optical Coating Laboratory, Inc.) 2111 **BEC**
2789 Northpoint Pky.
Santa Rosa, CA 95407-7397

See OCLI's MacGlare/GuardPlus™ filters which fit all Macintosh monitors. Made to look like part of the monitor, MacGlare/GuardPlus™ filters eliminate glare by up to 99%, enhance contrast and improve viewability, eliminate screen flicker, block 98% of ELF/VLF E-field radiation, and eliminate static charge and dust buildup.

OCR Systems, Inc. 5633 **WTC**
1800 Byberry Rd. Suite 1405
Huntingdon Valley, PA 19006

OCR Systems will be demonstrating ReadRight for Macintosh, an omnifont optical character recognition application capable of reading with an accuracy of 99.9%. With ReadRight for Macintosh and a full-page scanner, you can easily and efficiently convert paper documents into editable computer text files. Advanced features include page decomposition, built-in dictionary, an error checker, and deferred processing.

Odesta Corp. 5404 **WTC**
4084 Commercial Ave.
Northbrook, IL 60062

Odesta Corp. is featuring its award-winning workgroup products including ODMS, the premier system in the industry for workgroup document management, and Double Helix, the fastest multi-user relational database on the Macintosh. ODMS combines workflow processing with document storage and retrieval to manage documents throughout their entire life cycle. Fast, powerful, and reliable, Double Helix utilizes a client-server, object-oriented environment which enables users to easily create and share custom business applications.

ON Technology, Inc. 5163 **WTC**
1800 155 Second St.
Cambridge, MA 02141

ON Technology will emerge as a leader in collaborative computing in 1991 on the strength of two ground-breaking products. Meeting Maker, which delivers precision scheduling for groups on Macintosh networks, and Instant Update which enables Mac-based workgroups to communicate with unprecedented ease and effectiveness through live documents. ON's first product, On Location, already acknowledged as the Best Utility of 1990 by *MacUser* UK, offers the fastest way to find and view files on the Macintosh. See our ad on page 83.

Open Eyes Video 651 **BEC**
26 Park St.
Arlington, MA 02174-3314 **M**

A new product, the Scene Locator™, allows any Macintosh to manage full motion video on a wide variety of video tape or disc players. Use it to keep track of what's in a library of videotapes, get to any scene you want quickly, or run an entire video presentation automatically.

Optical Access International, Inc. 131 **BEC**
800 West Cummings Park Suite 2050
Woburn, MA 01801 **M**

Optical Access International is the source for optical storage peripherals for Macintosh. One display will be the Access™ line of affordable, high performance optical drives. Included will be the CD 6/Pak six disc CD-ROM changer, a one gigabyte multifunction drive, and the fastest CD-ROM drives available today for Macintosh.

Optimage/Phillips & DuPont Optical 643 **BEC**
1900 W. 114th St.
Des Moines, IA 50325-7077

Orange Micro Inc. 5168 WTC
1400 N. Lakeview Ave.
Anaheim, CA 92807

Orange Micro is exhibiting a MS-DOS co-processor for the Macintosh, the Orange-386 version 1.3. Designed around an Intel 386sx processor and incorporating two AT expansion slots for adding VGA or Ethernet PC cards, the Orange386 is truly a second computer functioning independently inside your Mac. Other products being exhibited are the Grappler Printer Interface which allows non-Apple dot-matrix and laser printers to connect easily to the Mac.

Outbound Systems, Inc. 141 BEC
4840 Pearl East Cir.
Boulder, CO 80301

For the ultimate in mobile computing, Outbound provides the lightest, smallest, fastest Macintosh-compatible portable computer available today. For traveling convenience, Outbound also offers a full line of lightweight accessory products such as the 2.4 ounce Pocket Port™ modem. Visit our booth to see an exciting array of new products.

Owl Scientific Plastics 451 BEC
P.O. Box 566
Charlestown, MA 02139

Owl Scientific Plastics, Inc. manufactures space saving ergonomic computer accessories. Our exhibit features the Wrist Pad™ Plus, an innovative product designed to relieve typing associated pain. A mouse hand rest, printer stand, monitor riser, disk archive, phone holder, cup holder and a two page stand will also be on display.

Pacer Software, Inc. 1630 BEC
7911 Herschel Ave. Suite 402
La Jolla, CA 92037

Two recently released networking products, PacerTerm and PacerForum, are featured. PacerTerm is a Communications Toolbox based application that couples a broad range of included tools with a rich set of advanced terminal emulation features. PacerForum provides electronic conferencing, bulletin board, and broadcast capability to Macintosh workgroup users.

Panamax 5510 WTC
150 Mitchell Blvd.
San Rafael, CA 94903 **M**

Panamax will exhibit a complete family of their surge protectors with noise filters, brownout protection, data, modem and telephone protection, as well as battery backup power systems. Panamax offers a lifetime warranty on its surge protectors and the connected equipment.

Paracomp, Inc. 5758 WTC
1725 Montgomery St., 2nd Fl.
San Francisco, CA 94111 **M**

Paracomp is a developer of visualization and graphic software for multimedia applications and business presentations. Products include award winning 3D modeling and 2D animation software for professionals in multimedia, desktop publishing, graphics and product design fields.

Paradigm Software, Inc. 443 BEC
P.O. Box 2995
Cambridge, MA 02238

Paradigm Software is showcasing Object Logo™, the most powerful implementation of the Logo language used in teaching problem solving, math and programming concepts. Object Logo combines Logo's educational philosophy of "no threshold and no ceiling" with the power of object-oriented programming. Its elegant object system provides extensive support for Macintosh windows, menus, events, 32-bit color, speech and music.

Paragon Concepts, Inc. 1530 BEC
990 Highland Dr. Suite 312
Solana Beach, CA 92075 **M**

NISUS leads in WYGIWYW (what-you-get-is-what-you-want) word processing! 110 clipboards, 32,000 undos, noncontiguous selection, lightening-fast find/replace facility with GREP pattern matching—even in unopened files. Power user extras: integrated graphics, editable macros—record/write your own custom features. The XS module adds System 7 features: Publish/subscribe, balloons, sound and interapplication communication. Now available: Arabic, Hebrew and Japanese versions.

Passport Designs, Inc. 151 BEC
625 Miramontes St.
Half Moon Bay, CA 94019 **M**

Passport specializes in music and sound software application tools and data products. Passport products include a large library of music data, music sequencing, notation programs and digital audio software for music production and multimedia. Products featured at Macworld include: AudioTrax, Media Music, MIDI Hits, Master Tracks Pro 4, Trax, Alchemy and Encore.

PC Globe, Inc. 542 BEC
4700 S. McClintock
Tempe, AZ 85282

PC Globe, Inc. will demonstrate its new Macintosh product at Macworld-Boston. Descartes is an advanced mapping tool for business analysis. The program combines maps, databases and reports in one powerful, easy to use package.

Peachpit Press 2062 BEC
2414 Sixth St.
Berkeley, CA 94710

Founded in 1986, Peachpit Press has won an enthusiastic following for its lively, opinionated, and informative books on desktop publishing. While maintaining

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BAYSIDE**




its original focus, in the current year Peachpit is also expanding its line of titles to include books on technical support, computer health, and other computer-related topics.

Peachtree Software 1500 BEC
1505 Pavilion Pl.
Norcross, GA 30093

Peachtree Software, the leading name in accounting software, will demonstrate the new System 7.0 features of its award-winning accounting packages for the Macintosh: atOnce! and Insight Expert. atOnce! combines four modules into a single, easy-to-use package, while Insight Expert is a comprehensive high-end Macintosh accounting system.

Perceptics Corp. 5558 WTC
725 Pellissippi Pky. Suite 200
Knoxville, TN 37922

PixelTools™ is a family of image processing tools for the acquisition, processing and analysis of video data. These products are designed to meet the needs of engineers and researchers. They provide scientific quantification for digitized images from a variety of sources. Also available is a powerful DSP program development program.

Peripheral Outlet 5653 WTC
314 S. Broadway
Ada, OK 74820

Peripheral Outlet deals in computer memory upgrades, as well as accelerator products. We carry one, two, four, and sixteen meg SIMMs. We've been in business for over four years, so we know our

products well. See us for solutions to memory shortages on any Macintosh!

Personal Training Systems/Aldus Corp. 308 BEC
828 S. Bascom Ave. Suite 100
San Jose, CA 95128

FREE! Hands-on Training. Whether you're a beginner or a power user, you can learn quickly using our self-paced, interactive tutorials. Try one for yourself! Just reserve your spot on our sign-up sheet to get 1 hour of FREE training. Choose from Audus PageMaker, Free-Hand or Persuasion. Presented by Personal Training Systems and Aldus Corp.

Pharos Technologies, Inc. 5134 WTC
4243 Hunt Rd. Suite 100
Cincinnati, OH 45242

Pixar 446 BEC
1001 W. Cutting Blvd.
Richmond, CA 94804 M

Showplace with MacRenderMan is a complete 3-D picture-making tool. Place objects in a scene; apply appearances (Looks) for real-world richness; set up lights and cameras to make the picture exactly as you want it; render shadows, lights, textures...with MacRenderMan. Great looking pictures using sample clipobjects or models from RenderMan-compatible design applications. **See our ad on page 107.**

Pixel Vision 529 BEC
Carnegie Hall #832, 154 W. 57th St.
New York, NY 10019

PLANMaker 161 BEC
1920 S. Broadway
St. Louis, MO 63104

Create exciting and dynamic Business Plans for your enterprise, or prepare professional Business Plans for others, earning you handsome profits. The promotion of a modern business, whether start-

up, or expanding, requires a powerful Business Plan that commands the attention of bankers and investors. PLANMaker guides you step by step, providing the best format and narrative in easy to use modules that you tailor to your own enterprise. Stand alone program requires no other software. See our ad on page 86.

Peripheral Land, Inc. 5151 **WTC**
47421 Bayside Pky.
Fremont, CA 94538 **M**

Peripheral Land, Inc. (PLI), the premier manufacturer of SCSI based storage devices since 1985, provides a broad range of storage solutions, including fixed hard drives, removable cartridge drives, magneto-optical drives, digital audio tape drives, CD ROM drives and high density floppy disk drives. Today PLI distributes products in 53 countries as well as the United States. See our ad on inside cover.

PMC Telesystems, Inc. 401 **BEC**
P.O. Box 5127
Vancouver, BC Canada V6B 4A9

Rendezvous-Plus™ is a full featured time management tool for keeping track of time and help managing schedules. It offers, in electronic format, all the features found in a manual system for ease of use while surpassing it with features such as the Automatic Reminder, Automatic task forwarding, fast forward and backward searching, Auto name/number lookup, Auto-dialing, etc. All in one complete and versatile program.

Portfolio Systems, Inc. 5613 **WTC**
21 E. Market St.
Rhinebeck, NY 12572

Portfolio Systems publishes software that makes your personal computer work with your personal organizer. Don't miss DynoPage, our newly released printer driver that transparently prints any Macintosh file to personal-organizer

pages. Carry drawings, spreadsheets, reports, etc. in your personal organizer. Also just released—Dynodex 2.0, with DA, the latest in address book management. Prints labels, rolodex cards, and any personal-organizer page size. Dynodex Paper, four colors. See our ad between pages 32-33.

Power Up Software Corp. 521 **BEC**
2929 Campus Dr.
San Mateo, CA 94403

Power Up will feature a range of productivity software products, including new Address Book Plus 2.0, the best way to manage and print names, addresses, phone numbers, and other vital information. Also on display will be Fast Forms 2.0, Calendar Creator, and Letter Writer Plus.

PowerByte 164 **BEC**
345 E. 46th St. Suite 711
New York, NY 10017
See our ad on page 87.

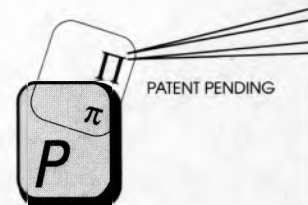
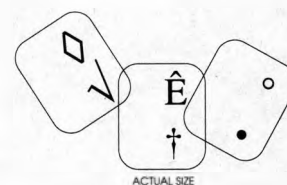
Pre-Owned Electronics, Inc. 1619 **BEC**
205 Burlington Rd.
Bedford, MA 10730

Pre-Owned Electronics is an independent, national supplier of new and reconditioned genuine Apple and Macintosh parts and systems. A large inventory of parts is maintained for sale and Exchange Repair. Pre-Owned Electronics is a large buyer of new/used Apple and Macintosh equipment. A 90 Day Limited Warranty is standard.

Precision Line Inc. 609 **BEC**
14505 21st Ave. N. #206
Minneapolis, MN 55447

Manufacturer and distributor of computer accessories. Products include: Custom Mouse Pads, available in a variety of styles and sizes ranging from cloth pads

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to full color lexan surface pads; Disk Carriers ranging from 4 to 32 disk capacities; Computer Travel Cases; Computer Covers; and Keyboard Skins. New products include Wrist Rescue, designed to support wrists while typing on keyboards; and Calotherm, a reusable anti-static cleaning cloth.

Prescience Corp. 315 BEC
939 Howard St.
San Francisco, CA 94103

Prescience (pronounced PRE shence) Corporation is dedicated to scientific education and research software development by concentrating on easy-to-use intuitive tools for mathematics users. As publishers of Expressionist® and Theorist®, we have developed a new standard user interface for mathematical typesetting and symbolic computation software. Now showing Expressionist 3.0.

Presentation Technologies 5330 WTC
779 Palomar Ave.
Sunnyvale, CA 94086

Presentation Technologies has live demonstrations of Montage™ FR1 film recorders which create presentation quality slides, and SCREENStar® screen capture film recorders, designed to image right off your computer screen onto 35mm film in just seconds! See a demonstration! Presentation Technologies is the leading manufacturer of film recorders.

Procom Technology, Inc. 1838 BEC
200 McCormick
Costa Mesa, CA 92626

Procom Technology's advanced storage division will exhibit its full line of storage peripherals including internal and external hard drives, floppy drives, erasable optical, CD-ROM, removable media, DAT and tape backup drives. our drivers

support System 7.0. With a failure rate of less than 1% we guarantee the highest quality products.

Prometheus Products, Inc. 1413 BEC
7225 SW Bonita Rd. **5546** WTC
Tigard, OR 97223

Complete communications solutions, including network fax capability. See the many new and advanced features of Maxfax, fax software, along with the network version, at either of Prometheus' booths. Also shown will be the V.32bis ProModem Ultima, a 14,400 bps modem with 9600 bps send/receive fax.

ProVUE Development 5164 WTC
15180 Transistor Lane
Huntington Beach, CA 92649

ProVUE will demonstrate Panorama II, the latest version of their award-winning database. Panorama is easy enough to learn in minutes, but powerful enough to run your business for years. Over 450 improvements include auto-save, multi-user network access, smart dates, automatic mailing labels, enhanced macros, and user customizable menus and dialogs.

QMS, Inc. 5139 WTC
One Magnum Pass
Mobile, AL 36618

QMS is a leading manufacturer of color and monochrome PostScript printers for desktop publishing, graphic design, presentations and other applications. QMS printers support popular paper sizes including 11"x 17". Speeds range from four to 22 pages per minute. AppleTalk, serial and parallel interfaces are standard. Many models feature SCSI interfaces.

Quantum Books 209 BEC
Four Cambridge Ctr.
Cambridge, MA 02142

"A service-oriented technical bookstore...one of the widest selections of computer books in the country!" —PC Computing. 20,000 titles in stock. 65,000 titles on our database. Same-day shipping worldwide on in-stock orders. Special orders normally filled in 10 days or less. 617-494-5042. 2nd location in Philadelphia—215-222-0611.
See our ad on page 89.

Quantum Leap Systems 368 BEC
8050 Camino Huerta
San Diego, CA 92122

Quantum Leap Systems provides ultra-fast CPU upgrades for popular desktop computers, with special expertise in the area of parallel processing. Offerings for the Macintosh include fully-compatible boards with Motorola 68040 and 68881/2, and high-end parallel systems featuring popular RISC processors from Immos (Transputer), Motorola (88100), and Intel (i860).

Que Software 461 BEC
11711 North College Ave. #140
Carmel, IN 46032

Que Software now offers RightWriter! RightWriter makes writing better, faster — right now. With over 5,000 writing rules, RightWriter 4.0 is the most advanced, and intelligent, grammar checker on the market. Que Software puts you on the cutting edge of computer productivity with RightWriter!

Radius Inc. 5427 WTC
1710 Fortune Dr.
San Jose, CA 95131 M

At Macworld, Radius will feature Monochrome and Color Pivot, Rocket, RadiusTV, DirectColor/GX, 8 and 24-bit Color Display Systems and the newly redesigned Full Page Display. Radius manufactures products for the Macintosh Plus, Classic, LC, SE, SE/30 and II fam-

ily and the IBM PS/2 and PC/AT and compatibles.

RasterOps 5262 WTC
2500 Walsh Ave.
Santa Clara, CA 95051

RasterOps designs, develops and markets high performance color graphic products for the Macintosh, IBM MicroChannel and the Sun SPARCstation platforms. Stop by booth #5262 for a demonstration of RasterOps' revolutionary 24-bit color video technology. Come experience the latest in "The Art & Science of Color."

Reality Technologies, Ltd. 544 BEC
3624 Market St.
Philadelphia, PA 19104

WealthBuilder® by Money Magazine. Winner of 1990 *MacUser* Editors' Choice Award — Best Financial Management Package. WealthBuilder is a complete personal financial planning and investment system. It was created for the active investor who wants to optimize his/her portfolio. It helps you: understand your current financial status; establish realistic financial objectives; formulate a goal-directed investment strategy; evaluate investments objectively; take action; track your progress.

Reference Software International 2032 BEC
330 Townsend
San Francisco, CA 94107

Reference Software International, publisher of Grammatik Mac, is the leading developer of writing tools for Macintosh, DOS, and Windows. Reference will be showing its System 7.0 compatible version of Grammatik Mac featuring expanded word processor support and balloon help. Reference Software will also be previewing its newest writing tool.

Relax Technology, Inc. 602 BEC
3101 Whipple Rd.
Union City, CA 94538

Relax Technology was founded in 1978 and is an authorized third party developer for Apple Computer and Sun Microsystems. Although Relax specializes in Hard Disk Drives, Relax Technology also provides CD-ROM, Video packages, Scanners, and Printers. New products include: The Relax Pocket Drive, CD-ROM Software, and Ethernet Cards.

Rentex Office Equipment Inc. 163 BEC
337 Summer St.
Boston, MA 02210

Rentex is a buyer and reseller of used Maintosh equipment. We buy and sell used Macintosh CPUs, monitors, printers, and related equipment. All equipment is refurbished and warranted by Rentex for up to one year. Rentex also buys and sells most other brands of PCs.

Roland Digital Group 2118 BEC
1961 McGaw Ave.
Irvine, CA 92714

Roland Digital Group is an innovative manufacturer of computer peripherals worldwide. Established in 1983, Roland Digital Group has developed a strong technological base for its line of plotters (flatbed, thermal, rollerbed, and desktop), and computer-based solutions for signmaking, engraving, and mechanical modeling.

S.H. Pierce & Co. 5830 WTC
One Kendall Sq. Suite 323, Bldg. 600
Cambridge, MA 02139

S.H. Pierce & Co. will demonstrate PosterWorks 2.1, poster production software for Macintosh computers. PosterWorks enables users to create color and b/w tiled posters up to 10,000 square feet on any PostScript output device. The PosterWorks user assembles

What can \$19.95 buy you at Macworld Expo?

- a) A two-hour stay at the Boston Harbor Hotel
- b) One-way cab fare to Bayside with no traffic
- c) A Coke and a pack of gum
- d) A copy of Guy Kawasaki's new book

Come to the Quantum Books booth for a copy of Guy's latest book, *Selling the Dream*. Here's how some people have described it:

“What *In Search of Excellence* was to the eighties, *Selling the Dream* is to the nineties. This book is destined to change sales and marketing forever. It should be required reading for all business people.” — Stewart Alsop, editor and publisher, *PC Letter*

“Anyone interested in understanding the kinds of leadership, marketing, and strategic planning that will triumph in the nineties had better read Guy Kawasaki's *Selling the Dream*. By day I find myself using ideas from this book to help my clients define their visions and marketing strategies. At night it fires entrepreneurial dreams.” —Gifford Pinchot, author of *Intrapreneuring* and chairman, Pinchot & Company

“A provocative, entertaining, and pragmatic must-read book. If you want to make a difference in your company, this is your handbook. *Selling the Dream* will restore your faith in the ability of individuals to impact large organizations.” —Jim Young, assistant to the chairman, EDS

**Quantum Books
Booth #209
Bayside Exposition
Center**

image, text and graphic elements on-screen in a life size layout. For the sophisticated user, calibration tools are provided to ensure accurate color reproduction. Nominated for a 1990 *MacUser* Editors' Choice Award, PosterWorks is now capable of communicating with a network of dedicated service bureaus providing low cost large-format output. S. H. PIERCE & CO. 617-395-8350. Fax# 617-395-8350.

Safe Technologies Corp. 5564 WTC
145 Rosemary St.
Needham, MA 02194-3258

Safe is introducing a breakthrough radiation reduction service for existing video displays. Up to 90% reduction in low frequency electromagnetic fields for small and large monitors. Service includes 96 point test for Swedish EMF standard specifications and X-ray detection. Low and zero radiation monitors and Gauss meters (to measure ELF and VLF fields) also will be displayed.

Salient 624 BEC
124 University Ave. Suite 103
Palo Alto, CA 94301

SAS Institute, Inc. 155 BEC
SAS Campus Dr.
Cary, NC 27513

SAS Institute will exhibit its new release of JMP software, a statistical visualization and exploratory data analysis program JMP presents statistics graphically, so that they can be visually understood and can give the most insight. Also available are JMP IN (the introductory version) and JMP Serve software (the network version).

Sayett Technology, Inc. 1932 BEC
100 Kings Highway Suite 1800
Rochester, NY 14617 M

Respected the world over for their DATASHOW line of LCD projection pads, Sayett Technology demonstrates the new DATASHOW 256C Color

Projection Pad, utilizing active matrix ("TFT") true color LCD technology. A notebook computer, color scanner, and thermal transfer color printer join Sayett's Smart Remote to provide a complete "Presentation Toolbox."

Second Wave, Inc. 1318 BEC
9430 Research Blvd. Suite 260, Echelon II
Austin, TX 78759-6541 M

Second Wave manufactures four and eight-slot NuBus expansion chassis systems for the Macintosh SE/30, IIsi, IIfx, IIx, and IIfx; two and four-slot 68000 PDS expansion chassis for the Macintosh Portable and SE; and math coprocessor boards for the Macintosh LC and the Classic. These products retail from \$249 to \$2295.

Seiko Instruments USA, Inc. 5652 WTC
1130 Ringwood Ct.
San Jose, CA 95131

Seiko Instruments USA demonstrates its series of color desktop peripherals. Color printers which produce high quality A/B size color output on paper or film. The printers produce the largest printable image area on a finished cut sheet page, printing to within 1/4" border on all sides. High resolution 14" and 20" color monitors, compatible with IBM and Macintosh graphic standards, which display resolutions up to 1024 x 1280 non-interlaced. The monitors incorporate Trinitron technology and use Seiko Instruments proprietary electronics. The DT3600 series digitizing tablets and the new Smart Label Printer Plus will also be on display.

Sequel Development Corp. 1412 BEC
21607 Stevens Creek Blvd.
Cupertino, CA 95014 M

Sequel Development Corp. specializes in Multimedia and Desktop Video applica-

tions and supports Apple's new QuickTime™ environment. Sequel's products include DigiVideo™ Color, a real-time video digitizer, LiveLink™ and Communicator, video communications software, and more! DigiVideo Color, the low cost solution for Desktop Video, is available at the booth for \$495.

Serius Corp. 1824 BEC
1981 East 4800 South
Salt Lake City, UT 84117 M

Serius Business—12-dimensional spreadsheet application with 4-D animated graphs. Serius Programmer—Icon-based object programming system allowing non-programmers to construct their own stand-alone software. Objects include color animation, multi-user relational database, networking, communications, spreadsheet. Supports all aspects of Macintosh interface. Serius Developer—Superset of Programmer allowing developers to create their own objects.

Shadow Technologies 165 BEC
1767 Morning Glory Road
Livermore, CA 94550

Shadow Technologies introduces the PortaRam family; 1 to 8 megabyte, user upgradeable memory cards for both the original and new Mac Portables. PortaRam's are extremely compact, use the RAM slot (not the PDS) and are available in Pseudo-SRAM, low power Pseudo-SRAM, and fully static configurations. PortaRam's are fully gold plated and incorporate a surge protector for long term reliability. Do not limit the potential of your Portable with a fixed size memory card - PortaRam allows you to upgrade all the way to 9 MB.

Shana Corp. 5241 WTC
#105, 9650-20 Ave.
Edmonton, Alberta, Canada T6N 1G1

Sharp Electronics Corp. 5804 WTC

Sharp Plaza, Box F
Mahwah, NJ 07430

Sharp will exhibit its line of Color Scanners, including the acclaimed JX-600. Also featured will be Sharp's color and laser printers, including postscript and workgroup units. Sharp's JX-7000 optical disk drive completes the array, and products will be performing on IBM, Mac and SUN platforms.

Shiva Corp. 408

BEC

One Cambridge Center
Cambridge, MA 02142

Shiva Corporation proudly announces the NetModem/E, a stand-alone Ethernet communications server. The NetModem/E supports PCs and Macintoshes on Novel NetWare and AppleTalk Ethernet networks. NetModem/E allows remote workstations to dial in and have full access to network services; lets LAN workstations call out to remote information services or hosts; and joins geographically-separated networks in a routing connection over ordinary phone lines.

SilverPlatter Information 634 BEC

One Newton Executive Park
Newton Lower Falls, MA 02162

SilverPlatter Information, a leading publisher of Macintosh compatible databases on CD-ROM, is pleased to offer MacSPIRS—SilverPlatter's Information Retrieval System for the Macintosh. MacSPIRS combines the friendly interface of the Macintosh with the vast amounts of information available on CD-ROM. Stop by booth number 634 to see how easy research is with MacSPIRS.

Smack-a-Mac! 422

BEC

7343 Ronson Rd. Suite H
San Diego, CA 92111

Come see the exciting new release of Smack-a-Mac!, and T-shirts that are

funnier than ever. We've got the most fun and functional Mac accessories, including smiling Happy Face! computer and printer covers (now for the Classic, LC, and IIsi too!). Stop by early, because our super show specials won't last.

Softsync/BLOC 1701

BEC

800 S.W. 37th Ave. Suite 765
Coral Gables, FL 33134

Accountant, Inc. is an integrated small business accounting system with General Ledger, Accounts Receivable and Payables, Payroll, Inventory and Project Management, with many System 7.0 features. A streamlined entry system includes invoices, purchase orders, receipts, statements and payments plus over 100 up-to-date reports. System 7 creates links between Accountant, Inc. and forms design software which means users can create customized forms. The program also uses System 7's Publish and Subscribe, TrueType and Balloon Help Features.

Software Security, Inc. 2106 BEC

1011 High Ridge Rd.
Stamford, CT 06905

Software Security will exhibit patented, programmable hardware keys that connect to the SCSI port to prevent software piracy. Mactivator/NET is a new network control device limiting the number of concurrent users; Mactivator and Mactivator/M, with one kilobit of non-volatile memory that can be programmed on the fly, protect standalone applications.

Software Ventures 455

BEC

2907 Claremont Ave. Suite 220
Berkeley, CA 94705

Experience the cutting edge in telecommunications: MicroPhone II 4.0. Speedier than ever, the leading telecom software on the Mac is now easier to use for getting online and navigating through information services. Comes

with front ends and navigators for CompuServe and GENie. Plus, major support for System 7; VT220/320 terminal emulation.

Solutions Inc. 2060

BEC

30 Commerce St., P.O. Box 783
Williston, VT 05495

Since 1969, Solutions has developed high performance communication and image management software products to enhance the value of information by making it accessible and transferrable between existing platforms. These products include the BackFAX family of facsimile software, CommGATE (an MCI gateway) for Microsoft Mail and QuickMail, SmartScrap & The Clipper II and SuperGlue with GlueNotes.

Sonnet Technologies, Inc. 658 BEC

18004 Skypark Cir. Suite 260
Irvine, CA 92714

Sonnet Technologies, an Adobe OEM, provides font expansion cards for Apple's LaserWriter IIINTX and other PostScript printers. Sonnet's font cards plug into the printers, adding 25 PostScript fonts to the printer's resident set. Sonnet's cards include Adobe Type Set 1, 2 & 3 typeface collections and are bundled with ATM and PostScript display fonts.

Specular International 706

BEC

233 N. Pleasant St., P.O. Box 888
Amherst, MA 01004-0888

M

Specular International leads the revolution in desktop photo-realistic modeling, rendering and animation with the release of Infini-D v1.0. (list \$895). To enhance Infini-D's rich feature set, Specular includes numerous demo files and animations, over 250 user-configurable surfaces, and complete tutorial, and an animation viewer at no additional charge.

Spyglass, Inc. 818 BEC
701 Devonshire Dr., C-17
Champaign, IL 61820

Macintosh based data visualization software.

Storage Dimensions 1531 BEC
2145 Hamilton Ave.
San Jose, CA 95125

Storage Dimensions is exhibiting its full range of high-performance, high-capacity internal and external hard disk subsystems from 60MB to 5.3GB and its family of optical disk subsystems. New products include the MacinStor Series 1300™ which provides Macintosh users mainframe performance, and the Data Cannon™ family of high-performance SCSI co-processors.

See our ad on page 19.

Storm Technology Inc. 1936 BEC
1101 San Antonio Rd. Suite 101
Mountain View, CA 94043

Storm develops and markets high-quality digital image processing products.

Strata, Inc. 508 BEC
2 West St. George Blvd. Suite 2100
St. George, UT 84770 M

3D design tools for professionals. StrataVision™ 3d 2.0 now includes animation, with object linking and metamorphosis; the enhanced modeling environment includes rulers, shaded working views, and new design tools. Rendering is faster and includes surface smoothing and Raydiosity™. Add on products include StrataTextures™ and StrataShapes™ 3D clip-art libraries.

Strategic Mapping, Inc. 1522 BEC
4030 Moorpark Ave. Suite 250
San Jose, CA 95117

ATLAS*MapMaker, the complete desktop mapping system. Display hidden relationships in geographic data with striking

color presentation graphics. Map U.S. by states, counties, world by country, and more. Import your own data, or use U.S. Census statistics which are included. Aggregate ZIP-coded "name and address" type files into useful information for target marketing, customer analysis, distribution planning, sales territory design, etc.

Summagraphics Corp. 5528 WTC
60 Silvermine Rd.
Seymour, CT 06483

Summagraphics Corp. will be exhibiting its complete line of input and output peripherals for the Macintosh market. Our input products include the industry standard graphics tablet, SummaSketch II and the Microgrid III. We will also be exhibiting the Houston Instrument DMP-60 DL Series of drafting plotters. See us in booth #5528.

SuperMac Technology 5338 WTC
485 Potrero Ave.
Sunnyvale, CA 94086 M

SuperMac Technology is the leading source for color display systems on Apple Macintosh® Computers. It serves end users in such markets as graphic arts, desktop publishing, engineering, video and multimedia production, and business graphics. The company's products, which have received numerous editorial awards for quality and innovation—including the National Software Testing Laboratory's designation as best display system in April 1991—include color graphics cards; 16", 19" and 21" color displays; graphics storage devices; digital video cards; and color graphics, color fidelity, image-compression, and digital video software.

SuperOffice 160 BEC
110 Great Rd.
Bedford, MA 01730

SuperOffice is an integrated multi-user office management database product. SuperOffice combines four major areas of an employee's common activities; customer contacts, time planner with calendar, follow-ups and correspondence. SuperOffice provides control over sales and marketing activities, timely reports for making better decisions and a user-friendly interface.

Supra Corp. 600 BEC
1133 Commercial Way
Albany, OR 97321

Supra will be showing their full line of high-performance modems for the Macintosh line of computers. These models include the standard SupraModem 2400, SupraModem 2400 MNP, SupraModem 2400 Plus, and the SupraModem 9600. All modems are very affordable and include a 5-year limited warranty.

Survivor Software Ltd. 1419 BEC
11222 La Cienega Blvd. Suite 450
Inglewood, CA 90304

We offer a product line of individual and small business productivity tools. MacMoney™ for basic finances, InvoiceIt™ to add-on for accounts receivable, Sticky Notes+ for extra notes on stacks, and Market Charter™ for fast stock charting on a weekly basis. Easy to use, reasonably priced.

Symantec Corporation 716 BEC
10201 Torre Avenue
Cupertino, CA 95014

Symantec will feature GreatWorks, our new full-featured low-cost integrated program, and new versions of THINK C and THINK Pascal which now fully support System 7.0. THINK Reference, Symantec's new on-line reference for programmers, will also be featured along with MORE and our entire line of Macintosh utilities, SAM (Symantec AntiVirus for Macintosh), SUM II (Symantec Utilities for Macintosh) and the Norton Utilities for Macintosh.

Today, over 1.1 million hours will be tracked using Timeslips III. And every one of them will be billed.

It is the supreme irony of modern business. That until now, it has been impractical—and often unprofitable—for a business to treat its people's time with the same respect automatically accorded its money.

What's more, it's a costly shame.

Because for most businesses, time is by far their most valuable resource.

Now you can track time for all it's worth.

For today's business, the answer is Timeslips® III for the Mac. A complete, sensible, and surprisingly powerful software program that helps accurately track, analyze, and charge-out both time and expenses. And do so with unprecedented facility and speed.

Timeslips III for the Mac has an extensive security system. This option lets a supervisor choose from multiple levels of password security that restrict access to sensitive client information or confidential productivity and financial reports.



See us at
MACWORLD Expo
Booth #5621

The Bill Layout Tool makes it fast and easy to alter the appearance of your bills. Use your mouse to move or change fields on the billing screen. You can also change fonts, include lines, add boxes and extra text, even import PICT format graphics.

Thanks to Timeslips, many people report up to a 25% increase in accountable time.

Which means an equal improvement in productivity and income.

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Get time on your side today.

Timeslips III for the Mac is just \$299.95 at your software dealer

or from TIMESLIPS Corporation. And ask about our network version which can support up to 255 stations. We also have a free HyperCard™ demonstration disk that shows you how effective Timeslips III can be for your bottom line.

Timeslips III

For the MAC

It turns time into money.

But don't wait. Call today. Because Timeslips III on your computer is as good as money in the bank.

Call 1-800-338-5314
(508-768-6100 in MA) or FAX 508-768-7660.
In Canada call 1-800-359-3343.

TIMESLIPS
CORPORATION

© 1990 TIMESLIPS Corporation, 239 Western Avenue, Essex, MA 01929.

Timeslips III is a registered trademark of TIMESLIPS Corporation.

SYSTEM REQUIREMENTS: System Tools 6.0.2. Supports MultiFinder. Operates on a Mac Plus or higher with 1 Mbyte. Hard disk is recommended.

SYNEX 369

692 10 St.
Brooklyn, NY 11215

BEC

SYNEX publishes Macintosh software for business. Newly released MacEnvelope Version 5.1 has wide area bar code, multiple fonts in the address field, improved import, an extra graphic field, handles lists and prints labels in the desk accessory MacEnvelope is System 7.0 savvy. Synex also produces MacEnvelope Plus and MacPhonebook.

SYSTAT, Inc. 5522

1800 Sherman Ave.
Evanston, IL 60201

WTC

SYSTAT, Inc. offers statistical analysis and graphics software for education, research, business, and scientific applications. Products include FASTAT, an intermediate business and educational tool, and SYSTAT/SYGRAPH, a comprehensive scientific research tool. SYGRAPH has extensive options for presentation graphics. Supplementary modules for SYSTAT/SYGRAPH provide specialized analyses, dynamic graph rotation, and data transfer.

System Connection 1417

180 South State St.
Orem, UT 84058-5420

BEC

System Connection carries a full line of Apple spec cables and accessories. All cables are fully shielded and molded and come with a lifetime guarantee. Services include: toll-free ordering, free catalogs, retail-display packaging, no minimums or handling charges, same-day shipping, and free customer support.

T.I.C., inc. 5005

5253 Decarie Blvd. Suite 550
Montreal, Quebec H3W 3C3

WTC

T.I.C., Inc. develops and sells high connectivity solutions to the business market. Our X.25 and ISDN bridges, router

and multi-user servers, all running from a Macintosh computer, offer an extremely versatile solution to today's business' needs for worldwide service integration and information management. Products include: TheLink, an ISDN/X.25 bridge and router; Essential, the multi-user text retrieval tool that connects and hiBBS, the human interface BBS. Come see us at booth 5005 for a complete demonstration.

TACTIC Software 5059

11925 SW 128 St.
Miami, FL 33186

WTC

M

TACTIC Software has a number of products available for the Macintosh market. Those products include MasterFinder, Icon-It!, Magic Typist, ArtClips, Sound Clips, and the new System 7.0 "cool" application "Traffic Controller." TACTIC Software will be showing its entire product line as well as a number of surprises. See a new multimedia CD product with an unbeatable show price. Don't miss this booth!

Tactics

International Limited 2052

16 Haverhill St., 3rd Fl.
Andover, MA 01810

BEC

Tactics International Limited develops decision technology for marketers and corporate managers. Tactician is a marketing productivity tool providing businesses with a geographic interface to analyze information in their local or mainframe databases. Tactician combines software with cartographic and market data to provide executives with intuitive access to information they require to make strategic decisions.

Technology Works, Inc. 922

4030 Braker Ln. West Suite 350
Austin, TX 78759

BEC

Technology Works, Inc. designs, manufactures, and directly markets memory add-on products primarily to Fortune

1000 companies and large educational institutions and government agencies. Emerging as the leading supplier of Macintosh add-on memory products, Technology Works has also entered the Macintosh connectivity market with a full line of hardware and software.

See our ad on page 22.

Tektronix, Inc. 1338

Wilsonville Industrial Park
Wilsonville, OR 97070

BEC

Tektronix demonstrates new color printers. The Phaser II PXi; RISC based, PostScript® level-2, letter or legal media, 300-dpi thermal-wax printer. The PhaserJet PXi features a RISC processor, PostScript® level-2, 300-dpi, tabloid size, plain paper. Users can print color images or full bleeds on paper stock of various weights, sizes, colors and texture.

TeleTypesetting Co. 5643

474 Commonwealth Ave.
Boston, MA 02215

WTC

On display will be T-Script and T-Script Basic version 3.0 PostScript interpreter software. T-Script outputs from any Macintosh application to many non-PostScript printers including HP, Apple, Canon, GCC, Mitsubishi color, and Mirus film recorder. Chooser selectable, AppleTalk network compatible, supports color, includes fonts, display PostScript preview, TIFF screen saver. Supports all PostScript fonts including Adobe. The new version significantly speeds up both the rastering and printing processes. System 7.0 and TrueType compatible. Register to win a FREE accelerator.

Teleware, Inc. 2030

300 Roundhill Dr.
Rockaway, NJ 07866

BEC

M.Y.O.B. (Macintosh). Fully-integrated General Ledger, Checkbook, Receivables, Payables, Inventory and Card File. In the last two years, M.Y.O.B. has received two

Eddy award nominations. As accounting programs go, it packs more punch per dollar than almost any other system on the market. What makes the program different is that it combines the functionality experienced accountants expect with the ease of use that novices demand. M.Y.O.B. is a solid, double-entry accounting system that can work in any small business. (*MacUser*, April '91)

TERRAMARK Inc. 156 BEC
One Fitchburg St., B353
Somerville, MA 02143

Grizzly Bit is an ImageWriter II upgrade that obtains true Gray Scale levels on hard copy. For any Macintosh with ImageWriter II.

Texas Instruments 5320 WTC
P.O. Box 202230
Austin, TX 78720-2230

TI will be exhibiting a new line of RISC-based PostScript laser printers for use with Macintosh computers: the 8ppm microLaserTurbo and the 16ppm microLaser XL Turbo. While the microLaser Turbo models have the same popular features as the award-winning microLaser family—a small footprint, industry standard emulation and advanced paper handling—they offer enhancements by featuring PostScript Level 2 and the ability to print complex graphics and images at the rated engine speed.

TGS Systems 1835 BEC
2745 Dutch Village Rd. Suite 200
Halifax, Nova Scotia, Canada B3L 4J9

Prograph™ is an object-oriented, Visual Programming Environment that can speed application development up to 300% as compared to traditional programming languages. Prograph 2.5 is System 7.0 compatible and includes: general purpose, visual programming language; integrated editor/interpreter; WYSIWYG interface builder; integrated

database engine; 680X0 compiler. Prograph supports the entire application development process, from generating user interfaces to creating double-clickable, standalone applications.

Thunderware, Inc. 5065 WTC
21 Orinda Way
Orinda, CA 94563 M

Thunderware, the first name in Macintosh scanning, offers affordable hand-scanners for all categories of Macintosh users. Thunderware features its new family of scanners: Lightning-Scan Compact, LightningScan 400, and LightningScan Pro/256. All scanners include ThunderWorks, the powerful scanning and gray scale editing software package, also available for Apple Scanner users.

Time Arts Inc. 5063 WTC
1425 Corporate Center Pky.
Santa Rosa, CA 95407 M

Time Arts is demonstrating OASIS 1.1, its new videographics/Image Creation Software for the Macintosh. OASIS offers extensive videographics capabilities designed to meet the needs of the emerging desktop video market. OASIS features include a video color palette, direct support for video cards, video capture and overlay, pressure sensitive brushes, plug-in support and LightBox.

TIMESLIPS Corp. 5621 WTC
239 Western Ave.
Essex, MA 01929

Timeslips III is the leading time and expense tracking, professional billing and accounts receivable system for service professionals. Time can be batch entered or tracked with a desk accessory stopwatch timer. A flexible bill layout editor allows highly customizable invoices and bill content can vary per client. Via Timeslips III Accounting Link (TAL),

Timeslips III interfaces with many popular general ledger programs.
See our ad on page 93.

Timeworks 2131 BEC
625 Academy Dr.
Northbrook, IL 60062

A network version of Publish It! Easy, the award-winning desktop publishing program, is being unveiled at Macworld Expo. Powerful features and an affordable price have made Publish It! Easy the program of choice for page layout. The new release adds networking and work-group capabilities to Publish It! Easy's already long list of features.

Total Systems 1625 BEC
99 West 10th Ave. Suite 333
Eugene, OR 97401

TPS Electronics 5066 WTC
4047 Transport St.
Palo Alto, CA 94303

Bar code readers, magnetic stripe (credit card) readers, portable bar code and magnetic stripe readers, bar code printing software and magnetic card encoders highlight the industry's most complete line of input devices for the Macintosh. TPS has been providing rugged, easy-to-use equipment for the Macintosh since 1985. Hundreds of TPS bar code readers are used in the Macintosh factory. The products are ideally suited for point-of-sale, library, manufacturing and many other applications.

TreeAge Software, Inc. 1631 BEC
One Post Office Sq., 23rd Fl.
Boston, MA 02109

By facilitating the application of Bayesian decision analysis, as taught in the nation's leading universities, DATA™ helps business people and professionals to identify and make the best possible

decisions. Using DATA's structured methodology, the problem being analyzed is disaggregated and modeled in a decision tree which distinguishes between the available decision options and the uncertain consequences of each such decision. DATA then calculates the value of each possible scenario, expressly identifies the decisionmaker's optimal strategy and tests that recommendation by performing and graphing a series of risk and sensitivity analyses.

Tri-Data Systems, Inc. 5138 WTC
3270 Scott Blvd.
Santa Clara, CA 95054

Products include: Netway, SNA gateways supporting Ethernet, Token Ring & LocalTalk networks, 128 sessions, Macs, PCs, GDDM Graphics, multiple hosts and more; MaxWay, high-performance multi-LAN routers supporting 4 LocalTalk and 2 high-speed LANs-Ethernet and/or Token Ring; LanWay, Token Ring (16/4 Mbps) and Ethernet LAN adapters for the Macintosh II family, LC and SE/30 and Token Ring LAN adapters for the PC.

Truevision Inc. 1744 BEC
7340 Shadeland Station
Indianapolis, IN 46256 **M**

Providing the NuVista+® videographics card for the Macintosh® II computers which allows you to integrate video for presentations, training or animations. VideoScript™ software harnesses the video effect capabilities of the NuVista series to provide a wide variety of recordable 16 bit/pixel transitions for presentation and video production. Other Truevision-compatible vendors will be showing their products also.

Truvel, Division of Vidar Systems Corp. 5724 WTC
520 Herndon Pky.
Herndon, VA 22070 **M**

High-resolution scanners for professionals in the fields of graphic arts, publishing, and medicine. The TruScan® series offers true optical resolutions from 75 to 900 dpi, 12" x 17" scan area, and 3D scanning. X-ray digitizer accommodates a 14" x 17" X-ray. A 300 dpi large-format scanner capable of scanning 36" wide documents will be introduced.

Tutorland 471 BEC
10050 N. Wolfe Rd., SW2-136
Cupertino, CA 95014

Tutorland publishes award winning Self-Paced Tutorials and Courseware for all the major software, such as Excel, Word, PageMaker, 4th Dimension and others. **See our ad on page 101.**

Typographic House 820 BEC
51 Melcher St.
Boston, MA 02210

PostScript professional, full-color separations are here. Typographic House, benchmark of typography for 52 years, expands into color prepress. Link your Mac to ours to produce professional, full-color films with our Scitex system. Experts in illustration, typography, color preparation and printing are ready to help you.

UserLand Software 130 BEC
490 California Ave.
Palo Alto, CA 94306

UserLand Software will be demonstrating UserLand Frontier™, the first general-purpose user scripting software to control the Macintosh operating system and applications software. UserLand Software will be showing how Frontier can allow power users to write scripts that

control and automate functions of the operating system, as well as write scripts that combine functions of any System 7 aware Macintosh applications.

Vamp, Inc. (McCAD) 5665 WTC
6753 Selma Ave.
Los Angeles, CA 90028

Vamp, Inc. is the publisher of McCAD EDS software, a complete family of integrated Electronic Design Systems for Macintosh. McCAD Electronic Design Systems offer a choice of design environments with a wide range of system configurations tailored to the specific needs of the designer. McCAD modules take the designer through the complete design cycle; Schematic Capture, Simulation (Analog & Digital), Standard and SMT PCB Layout, Auto-Routing and Gerber generation for board fabrication. McCAD software gives the electronic designer the technical range he needs, yet at the same time provides the control and flexibility missing in many other systems, including mainframes.

Ventana Press, Inc. 816 BEC
P.O. Box 2468
Chapel Hill, NC 27515

Ventana Press publishes easy-to-read computer books for business professionals. Our best-selling titles include *Looking Good In Print* (Parker) and *The System 7 Book* (Danuloff).

Videomedia, Inc. 5826 WTC
211 Weddell Dr.
Sunnyvale, CA 94089 **M**

Videomedia exhibits their V-LAN compatible animation control and editing products. PACE is a frame accurate animation controller for your desktop. Auto-PICT software puts .PICS and .PICT files out to videotape and digitizes frames of video. Animation+ is a computer animation plus video editing system.

EXHIBITOR DESCRIPTIONS

SuperMICRON is an A/B Roll editor with serial switcher and slow motion control.

Virtus Corp. 5659 **WTC**
117 Edinburgh S. Suite 204
Cary, NC 27511

Visual Business Systems, Inc. 2067 **BEC**
380 Interstate North Suite 190
Atlanta, GA 30339

Visual Business Systems will perform demonstrations of GraphMaster, chart and graph creation software, and Professional Output Manager, a PostScript RIP with drivers for the complete line of Agfa Matrix and MGI Solitaire film recorders as well as the Kodak XL7700 dyesublimation printers.

Visual Information, Inc. 626 **BEC**
16309 Doublegrove St.
La Puente, CA 91744

Viziflex Seels, Inc. 149 **BEC**
16 E. Lafayette St.
Hackensack, NJ 07601-6895

Visiflex Seels, Inc. will be exhibiting its line of "working" keyboard covers that remain in place while the keyboard is in use. Viziflex Seels offers over 900 different models of Seels for a variety of computers, typewriters, cash registers and telephones. Viziflex Seels, Inc. will also be introducing a new wrist rest known as "Carpal Eez." "Carpal Eez" is an adjustable padded wrist rest designed to prevent painful Carpal Tunnel Syndrome.

Voyager Company 331 **BEC**
1351 Pacific Coast Hwy.
Santa Monica, CA 90066 **M**

A publisher exploring the uses of interactive media, Voyager integrates visuals,

sounds and content on their titles, including the Criterion Collection of classic films on laserdiscs and the CD Companion Series which delivers musical explorations on CD-ROM. Create your own interactive works with their HyperCard-based audio and video toolkits.

Wacom, Inc. 2064 **BEC**
Park 80 W., Plaza II
Saddle Brook, NJ 07662 **M**

Wacom's award-winning family of graphic tablets has added a new dimension to the world of Macintosh graphics. Its cordless, pressure-sensitive stylus translates manual pressure into line width, spray density, color change, and other special effects when used with Adobe Photoshop, Colorstudio 1.1, Pixel Pa]nt Professional 2.0, Studio 32, Time Art's Oasis and more. Use this feather-light stylus to paint, draw, trace, point, open, and close - all at a natural speed and without the limitations of conventional input devices. Wacom tablets are available in sizes 6" x 9", 12" x 12" and 12" x 18".

Waldmann Lighting Company 531 **BEC**
9 West Century Dr.
Wheeling, IL 60090

Clare free task lighting for computer workstations, including the Barcelona and introducing the Milano.

Washington Apple Pi 2033 **BEC**
7910 Woodmont Ave. Suite 910
Bethesda, MD 20814

We represent 5,000 Mac and Apple II users in the Washington, DC area. We have an extensive series of tutorials; comprehensive disk collection; multiple monthly meetings; multi-line BBS; volunteers for immediate phone assistance; and a professional-quality monthly Journal. Visit our booth or contact our office 301-

654-8060 for a membership kit.

Welcom Software Technology 2069 **BEC**
15995 N. Barkers Landing Suite 275
Houston, TX 77079

OPEN PLAN/Mac project management software offers users high-end project management capabilities as well as Macintosh ease-of-use. Totally integrated with a relational database, OPEN PLAN/Mac creates a powerful yet flexible solution to planning and scheduling. The system has over 75 standard reports and can schedule in both precedence (PDM) or arrow diagram (ADM) networks and offers complete resource scheduling and user defined customizations.

Williams & Macias, Inc. 1526 **BEC**
South 3707 Godfrey Blvd.
Spokane, WA 99204

Wolfram Research, Inc. 1332 **BEC**
100 Trade Center Dr.
Champaign, IL 61820

Mathematica®: A System for Doing Mathematics by Computer. Mathematica is a general system for numerical, symbolic and graphical computation. Produces 2D and 3D PostScript graphics, as well as sound. Does algebra and calculus. Incorporates a high-level programming language, and a sophisticated user interface which supports interactive notebooks. Intended for all users of mathematics—scientists, engineers, students, analysts, etc. Runs on Macintosh Plus and up. Prices: Standard version, \$595; Enhanced version (requires numeric coprocessor) \$895. Volume and Educational discounts available.

WordPerfect Corp. 5104 WTC
1555 N. Technology Way
Orem, UT 84057

WordPerfect 2.0 is a full-featured Macintosh word processor with features including graphics handling, drawing and editing capabilities and styles. WordPerfect Office is a collection of software utilities for the Macintosh designed to enhance users' productivity. The program includes four desk accessories: Mail, Calendar and Scheduler, Notebook, and File Manager.

World Expo Corp. 5761 WTC
111 Speen St., P.O. Box 9107
Framingham, MA 01701

World Expo Corp., producers of the highly acclaimed MACWORLD Expos, the most successful trade show series in the world, produces 45 events in 20 countries exclusively for the information technology industry. Stop by our booth and pick up information on exhibiting or attending any MACWORLD Expo around the world! See our ad on pages 36-37.

Writing Tool Group, Inc. 454 BEC
One Harbor Dr. Suite 111
Sausalito, CA 94965

Correct Grammar for the Macintosh, awarded a four and a half mouse rating by *MacUser* magazine, is the perfect word processing companion that helps you look your best. Identifies errors in grammar, style, usage, punctuation—even spelling (with its built-in 135,000 word dictionary) in one pass. Can reflect ten writing styles, including Business, Technical, and Advertising. Rechecks sentences automatically after each edit. Compares the readability of your writing, sentence by sentence, to the education level of your intended audience. Correct Grammar...the most useful grammar checker available.

Xante Corp. 1706 BEC
23800 Hwy. 98, P.O. Box 518
Montrose, AL 36559

Accel-A-Writer is a 600 x 600 d.p.i. Apple LaserWriter upgrade controller. These printer resident replacement controllers enhance the Original LaserWriter, the LaserWriter II SC, II NT & II NTX and the new Personal LaserWriter SC & NT. The Accel-A-Writer provides increased resolution 600 x 600 d.p.i. with enhanced processing performance by up to 20 times. See our ad on page 99.

XRS 343 BEC
4030 Spencer St.
Torrance, CA 90503

XRS: The Scanning Solution Specialists provides imaging products for the graphic arts, medical and micrographics environment. Products include the OmniMedia™ c and cx line of scanners that allow users to scan in either transmissive or reflective media, X-Ray Scan, a large format x-ray scanner for medical film scanning, and lastly, MicroScan, the affordable microfilm scanner. All XRS scanners come bundled with imaging and editing software.

YARC Systems Corp. 336 BEC
27489 W. Agoura Rd.
Agoura Hills, CA 91301

YARC will be demonstrating its line of AMD 29000/29050 high performance RISC coprocessor systems for the Mac II. The MacRageous and NuSprinter combine the power of RISC technology and rich development tools with Macintosh convenience for immediate productivity. Software packages from VIDI and Systems Soft's SHADE will be demonstrated.

Zero Halliburton/EDC 323 BEC
13101 Washington Blvd. Suite 110
Los Angeles, CA 90066

Zero Halliburton, a 50 year old manufacturer of aluminum cases in the luggage and photographic markets, has brought its products' distinctive styling, strength, durability, and light weight to the production of Macintosh transport cases and a line of Laptop Attache Cases. The Classic/Plus/SE, LC, IIsi, Mac IIcx/IIci, Mac II/IIfx, Laptop Attache (for smaller laptops), Portable Attache, Portable Attache/Transport, Monitor and Printer cases are made of an exceptional aerospace aluminum alloy; the transport cases can be checked in as airline luggage (insurance) but they also have the light weight to be a flexible local carrying case.

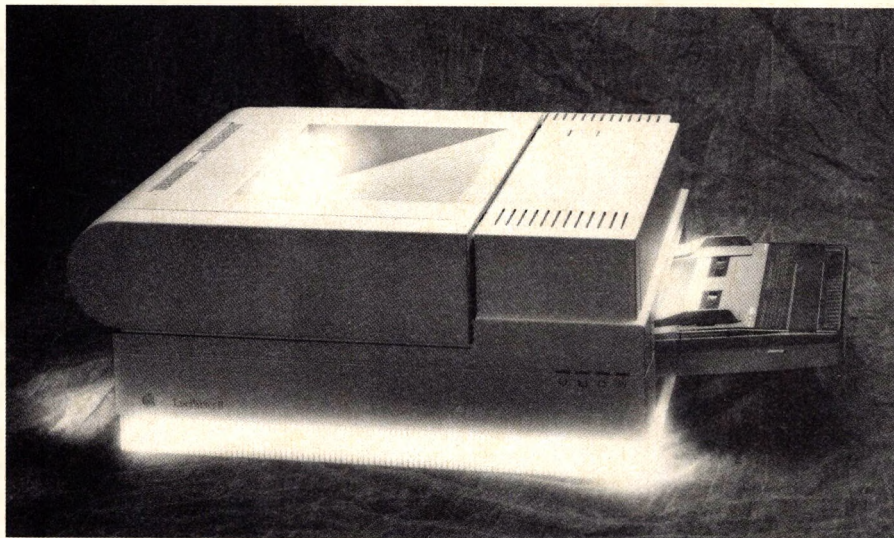
Zondervan Electronic Publishing 1633 BEC
1415 Lake Dr. S.E.
Grand Rapids, MI 49506

macBible is a self-contained, advanced software package designed for studying biblical texts and translations, featuring powerful word, phrase and verse reference search capabilities. Bible translations and texts available include: New International Version, King James Version, New Revised Standard Version, NIV Study Bible Notes, the Hebrew Bible and Greek New Testament.

Zoom Telephonics, Inc. 445 BEC
207 South St.
Boston, MA 02111

Zoom will feature V. 32/V.42bis Turbo modems with speeds up to 38,400 bps and Send/Receive Fax/Modems for single user and AppleTalk network applications. Zoom will also show V.42bis 2400 bps modems, Sendfax modems and low-cost 2400 bps modems. Products are U.S. made. Zoom brand and OEM packaging are available.

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Brainstorm Products 1914 BEC
1145 Terra Bella Avenue
Mountain View, CA 94043

Maker of the Brainstorm Accelerator for the Macintosh Plus, SE, & Classic, which retails for only \$249 and makes compact Macs faster than the Macintosh II. These products use a revolutionary Bus Acceleration technology which reconfigures the Macintosh motherboard to operate at over twice its original speed.

Byte by Byte Corporation 5864 WTC
9442 Capital of Texas Hwy. N.
Suite # 650
Austin, TX 78759 M

Premiering the now-shipping Sculpt 4D design, illustration, and animation system. This integrated solution produces the highest quality 3D models, renderings, & animations available on any PC.

Cabletron Systems, Inc. 469 BEC
35 Industrial Way
Rochester, NY 03867-5005 M

Cabletron provides a comprehensive line of manageable interfaces, hubs, network analyzers & platforms that are compatible with Apple's SE, SE/30 & MAC II systems.

CCMP 2100 BEC
2205 14th Avenue
Oakland, CA 94606

Cypress Research Corp. 5651 WTC
240 E. Caribbean Drive
Sunnyvale, CA 94089
Cypress Research Corporation, the leader in Macintosh-based telephone products, will be showing FaxPro, a networkable fax system and PhonePro, a multifunction phone interface.

DoubleCase Corporation 655 BEC
P.O. Box 782166
Wichita, KS 67278

Our double-shell, low profile, high density polyethylene, portable hard case offers real protection for all compact Macintosh models. Lockable, easy access, & lots of storage.

Dr. Mac, Inc. 262 BEC
11050 Randall Street.
Sun Valley, CA 91352

Dr. Mac is a leading mail order company dedicated to providing their corporate, educational and individual customers with personal service, the widest selection, and the best prices for all their Macintosh needs.

Electro Rent Corporation 1916 BEC
6060 Sepulveda Blvd.
Van Nuys, CA 91411

Electro Rent's \$225,000,000 inventory of engineering PC's, workstations, data communications, digital design, rf and microwave, data acquisition, telecommunications and general purpose test & measurement equipment is verifiably the nation's largest. Electro Rent has a 26 year history of flexible financial plans for rent, lease and purchase of new or used, warranted equipment, accessories, & service.

Essential Software 1938 BEC
28 Mulford Ave., P.O. Box 402
Staatsburg, NY 12580

Developer and publisher of Easy Alarms, Personal & Office Reminder System for the Macintosh. Just released!

Howard and Associates 657 BEC
3039 Marigold Place
Thousand Oaks, CA 91360 M

Multimedia, desktop presentations, desktop publishing, & training are areas that benefit from the hand scanners, video digitizers, sound digitizers & 8 and 24-bit video board solutions to be exhibited.

Jam Software USA 268 BEC
40 Sylvan Ave.
Meriden, CT 06450 M

Smart Alarms and appointment diaries are the preferred choices for a fully functioned daily schedule and diary organizer with reminders and prompts for both single user and multi-user application.

LANDA 2101 BEC
The Trade Association for the Network Industry
360 West Butterfield Rd.
Suite #110
Elmhurst, IL 60126

LANDA, The Trade Association for the Network Industry, is a non-profit association of network resellers & VARs, distributors, & vendors of networking products & services.

OptImage 643 BEC
1900 N.W. 114th Street
Des Moines, IA 50322 M

OptImage is dedicated to the production of Authoring Systems for CDI applications. PDO is the world's largest manufacturer of CD-ROM, CD-I & DVI-mastering and replicating.

Polaroid Corporation 1918 BEC
565-1P Technology Square
Cambridge, MA 02139 M

The world leader in instant imaging will demonstrate a new line of color desktop imaging peripherals, including the CS-500 hi-speed Color Scanner, the CI-5000 Digital Palette Color Film Recorder, the TX-1500 Color Thermal Printer, and the CI-700 Instant PhotoPrinter.

Prime Option, Inc. 2102 BEC
2341 W. 205 St., Suite 116
Torrance, CA 90501

Rainbow Technologies 2117 BEC
9292 Jeronimo Rd.
Irvine, CA 92718

EvE is an unobtrusive hardware 'key' for Macintosh software developers that protects programs from unauthorized access, without the operating problems usually associated with copy protection.

Sony Corporation of America 1536 BEC
655 River Oaks Pkwy.
San Jose, CA 95134 M

Sony spotlights solutions for multimedia, desktop publishing, and computer graphics with our Multiscan™ monitors, Vbox™ interface, new 3.5-inch rewritable optical drive, and new H18 VCR designed as a computer peripheral.

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Tues. Aug.6 / Thurs. Aug.7

- 10:30 am Chris Matchuck from CEL Software
(XLink)
- 12:00 pm Ron Cashden from Aladdin Systems
(Programmer Assistants)
- 1:30 pm John May from Devil Mountain Development
(MacMotif)
- 3:00 pm John Ardussi from Masters Publishing
(Extender Series)

Wednesday Aug.7/ Friday Aug.9

- 10:30 am Gary Crandall from Datapak
(Word Solution Engine)
- 12:00 pm Harry Sockow from Manx Software
(Aztec MPW C)
- 1:30 pm Bill Summerlin from MMC AD Systems
(C Programmers Toolbox)

Booth #5520

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MacTutor, 1250 N. Lakeview Suite O, Anaheim, Ca. 92807 (714) 777-1255 Fax (714) 777-6972

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COMPANY	BOOTH#	COMPANY	BOOTH#	COMPANY	BOOTH#
1stDESK Systems, Inc.	370	Calera Recognition Systems	824	EASYS SABRE/America Online	1911
68000, Inc.	616	Calisé (formerly New Wave Executive)	110	Easy Transfer Cartridges	551
A.J. Computer Supplies	517	Canon USA, Inc.	1816	Educational Resources	301
Abra MacDabra Software	608	Caravelle Networks Corp.	162	EDUCORP	1100
Adobe Systems, Inc.	1506	Cayman Systems, Inc.	415	Educorp Computer Services	1300
Advanced Gravis Computer Tech.	654	CD Technology, Inc.	450	Electro Rent Corporation	1916
Advanced Software, Inc.	550	Ceres Software, Inc.	527	Engage Communication, Inc.	917
Advanced Vision Research, Inc. (AVR)	547	Changeling Software, Inc.	2031	Essential Software	1938
Affinity Microsystems Ltd.	642	Chinon America, Inc.	620	Ex Machina, Inc.	1517
After Hours Software	619	Circuit Research Corp.	648	Exportech Trading Corp.	1212
AISIN USA, Inc.	2139	Compatible Systems Corp.	341	Faxbusters/U.S. Communications	515
Aladdin Systems, Inc.	2126	CompuCover	1213	Flexware	347
Alias Research Inc.	1906	Compumation, Inc.	913	Frame Technology Corp.	1322
Alpha Imaging Technologies, Inc.	420	CompuServe	1922	FWB, Inc.	428
Americal Group	403	ComputaLabel	444	GAVA Corporation	649
American Power Conversion	810	Computer Care, Inc.	921	GE Information Services	2036
Amiable Technologies	650	Computer Currents Publishing	1518	GE Rental/Lease	640
Animas Technologies, Inc.	1636	Computer Expressions	304	GeoQuery Corp.	2055
Ansan Industries, Ltd.	447	Computer Friends, Inc.	360	Gizmo Technologies	1314
Aperture Technologies, Inc.	1415	Computer Museum, The	2114	Golden Triangle Computers, Inc.	1206
Applied Engineering	338	Computer Security Products	2104	Goldstein & Blair	414
Argosy Software, Inc.	610	Computer Town	804	Graphic Simulations Corp.	2135
Ars Nova Software	426	Computervideo	243	Graphic Utilities, Inc.	646
ARTBEATS	1810	Cornerstone Data Systems	350	Great Plains Software	1400
Articulate Systems	1710	CoStar Corp.	710	Great Wave Software	1312
Asanté Technologies, Inc.	526	CSG Technologies	241	HealthCare Communications, Inc.	660
ASD Software, Inc.	425	CTA, Inc.	142	High Performance Systems	300
AT&T Graphics Software Labs	669	Custom Applications, Inc.	546	Highlighted Data, Inc.	135
ATTO Technology, Inc.	354	CYMA Systems, Inc.	1930	Hilton Systems, Inc.	2045
Aurora Industries	612	Data Pad	1112	Howard & Associates	657
Autographix, Inc.	2119	Davidson & Associates, Inc.	158	Howtek, Inc.	1618
Autologic	344	DayStar Digital, Inc.	1720	Human Interactive Products, Inc.	470
Bananafish Software, Inc.	647	DEFT	1108	IDG Books Worldwide	644
Beacon Technology, Inc.	1110	Deneba Software, Inc.	1716	Image Club Graphics, Inc.	1621
Beagle Bros, Inc.	1844	Design Science	108	Image Express	159
Bimillennium Corp.	636	DesignCad, Inc.	2130	Imagine That, Inc.	1736
Bit31, Inc.	237	Diaquest, Inc.	1211	ImaTeQ® Systems Corp.	1520
Blackhole Technology, Inc.	1106	DIGICARD	468	In Focus Systems, Inc.	1942
BMUG	314	Digital F/X	1523	inCider/A+	2053
Boston Computer Society	1612	Digital Vision, Inc.	324	Inline Design	1513
Brainstorm Products	1914	Dimensional Insight, Inc.	545	Integrated Device Technology, Inc.	449
Brooks/Cole Publishing Company	419	DoubleCase Corporation	655	Intelligent Resources	
C.A.R., Inc.	342	Douglas Electronics	520	Integrated Systems, Inc.	400
CCMP	2100	Dow Jones & Co., Inc.	2115	JAM Software	268
Cabletron Systems	469	Dr. Mac, Inc.	262	Key Tronic Corp.	543
CalComp	256	Dynaware USA, Inc.	1644	La Cie, Ltd. a Plus Development Co.	1306
		E-Machines	1547	Lamorinda Computer Graphics, Inc.	348
		E.U. Wurlitzer Music & Sound	168	Landa	2101
				Lapis Technologies, Inc.	554

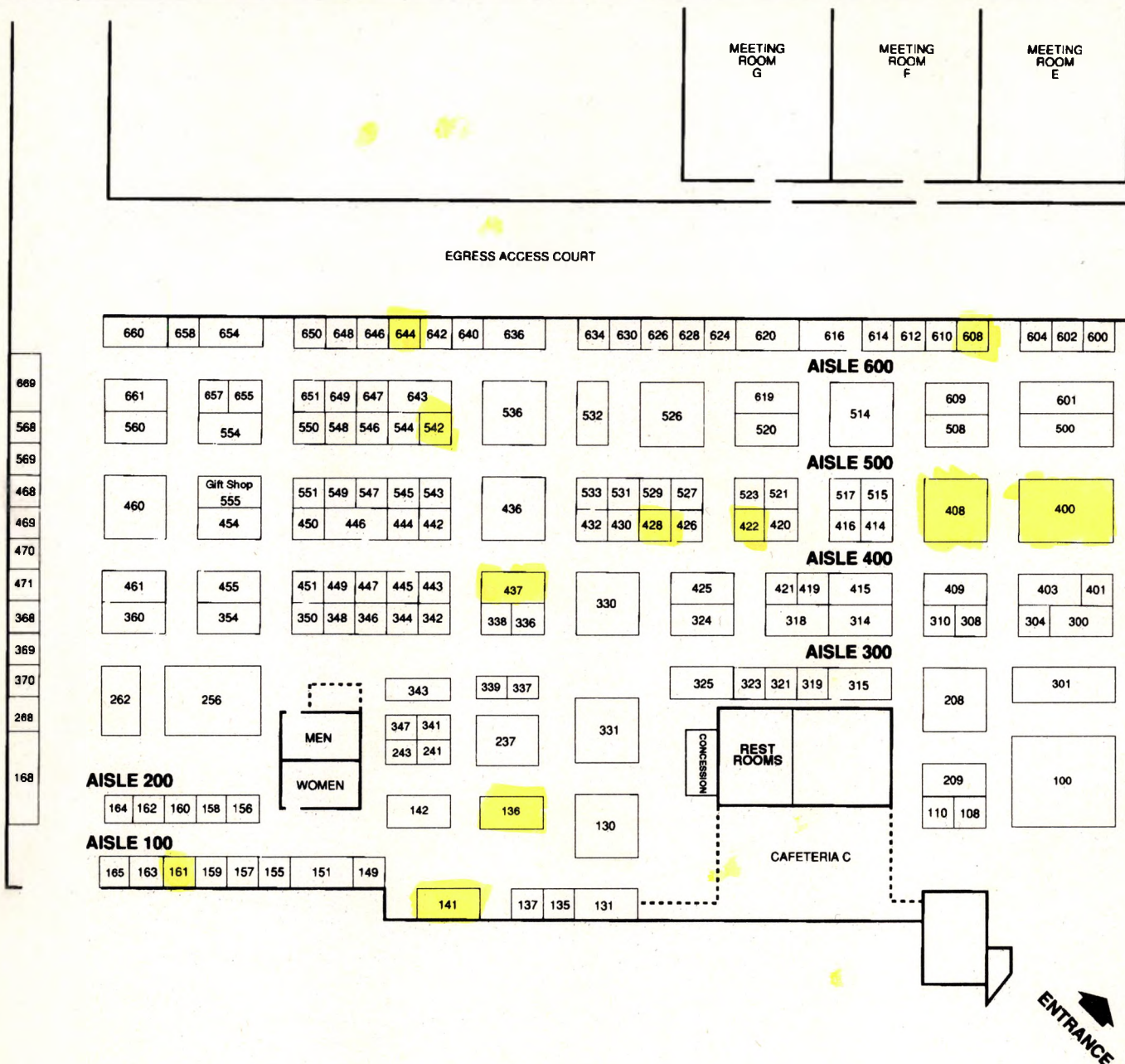
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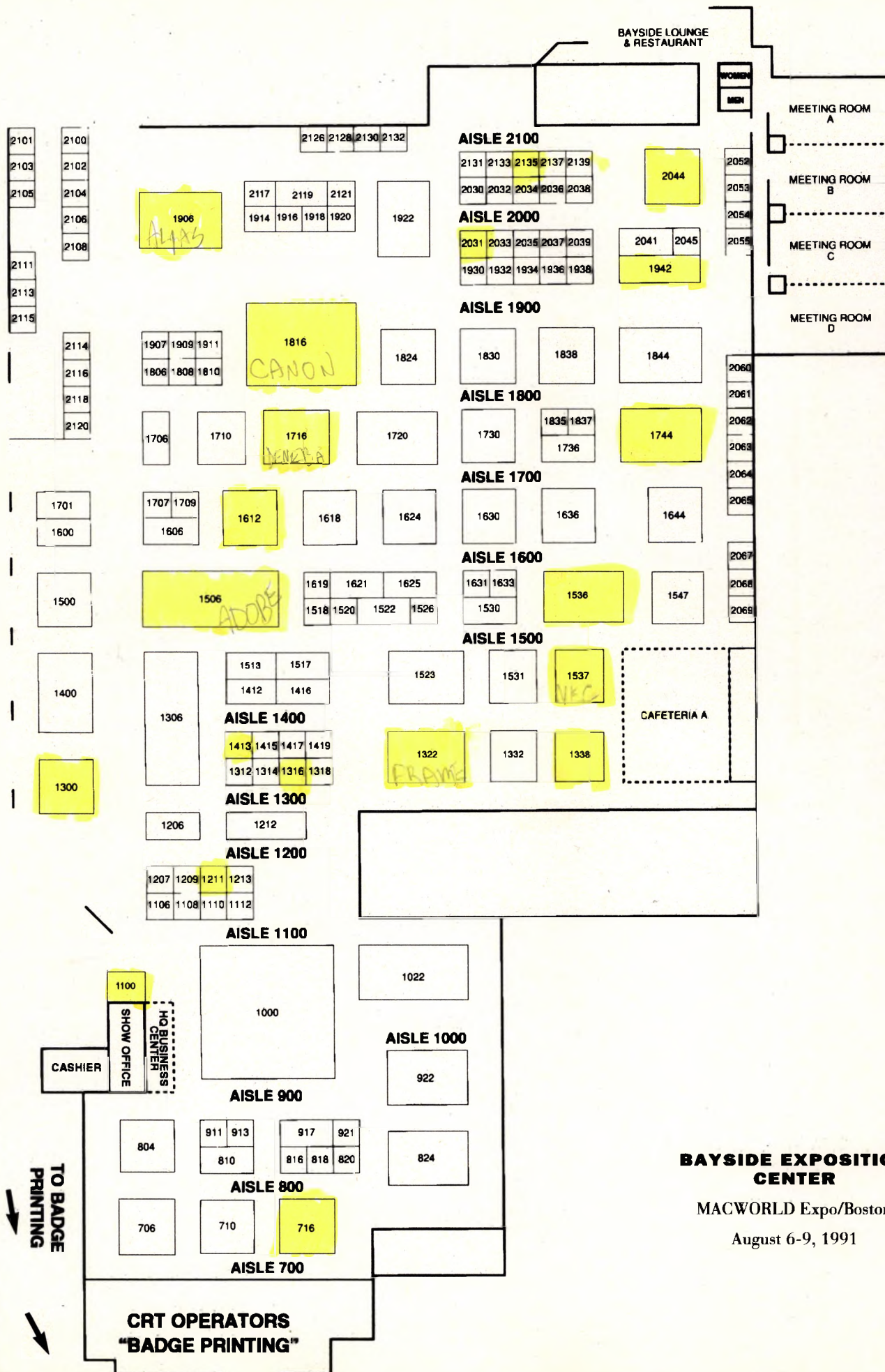
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COMPANY	BOOTH#	COMPANY	BOOTH#	COMPANY	BOOTH#
Lasergraphics/PGSS	630	Occam Research Corp.	1730	Software Ventures	455
Lasermaster Corp.	1000	OCLI (Optical Coating Laboratory, Inc.)	2111	Solutions Inc.	2060
Leaf Systems, Inc.	137	Open Eyes Video	651	Sonnet Technologies, Inc.	658
Leviathan Corp.	1806	Optical Access International, Inc.	131	Sony Corporation of America	1536
Liberty Systems	416	Optimage/Phillips & DuPont Optic	643	Specular International	706
Logitech, Inc.	1600	Outbound Systems, Inc.	141	Spyglass, Inc.	818
Loviel Computer Corp.	614	Owl Scientific Plastics, Inc.	451	Storage Dimesions	1531
MacVONK USA	460	Pacer Software, Inc.	1630	Storm Technology, Inc.	1936
Macworld Magazine	1207	Paradigm Software	443	Strata, Inc.	508
Magic Software	442	Paragon Concepts, Inc.	1530	Strategic Mapping, Inc.	1522
MapInfo Corp.	337	Passport Designs, Inc.	151	SuperOffice	160
MarketPlace Information Corp.	1907	PC Globe, Inc.	542	Supra Corp.	600
Marstek, Inc.	436	Peachpit Press	2062	Survivor Software Ltd.	1419
Maya Computer Company	1022	Peachtree Software	1500	Symantec Corporation	716
Memory Plus, Inc.	569	Personal Training Systems/Aldus Corp.	308	SYNEX	369
Memorybank, Inc.	532	Pixar	446	System Connection	1417
Metropolis Software, Inc.	1316	Pixel Vision	529	Tactics International Limited	2052
Micro Electronic Technologies	319	PLANMaker	161	Technology Works, Inc.	922
Micro Planning International	1606	PMC Telesystems, Inc.	401	Tektronix, Inc.	1338
Microcom, Inc.	321	Polaroid Corporation	1918	Teleware, Inc.	2030
Microlytics	911	Power Up Software Corp.	521	Terramark, Inc.	156
Micron Technology, Inc.	514	PowerByte	164	TGS Systems	1835
Micropolis Corp.	536	Pre-Owned Electronics, Inc.	1619	Timeworks	2131
Microseeds Publishing, Inc.	1416	Precision Line, Inc.	609	Total Systems	1625
MicroStore, Inc.	1707	Prescience Corp.	315	TreeAge Software, Inc.	1631
Microtech International, Inc.	100	Prime Option Inc.	2102	Truevision, Inc.	1744
Microtek	500	Procom Technology, Inc.	1838	Tutorland	471
MicroTouch Systems, Inc.	136	Prometheus Products, Inc.	1413	Typographic House	820
Mirror Technologies	1830	Quantum Books	209	UserLand Software	130
Mitsubishi Electronics America, Inc. - ISD	2103	Quantum Leap Systems	368	Ventana Press, Inc.	816
Mobius Technologies, Inc.	208	Que Software	461	Visual Business Systems, Inc.	2067
Monotype, Inc.	318	Rainbow Technologies, Inc.	2117	Visual Information, Inc.	626
Motion Works Inc.	1808	Reality Technologies, Ltd.	544	Viziflex Seels, Inc.	149
Mouse Systems Corp.	2037	Reference Software International	2032	Voyager Company	331
MACWORLD Expo Gift Shop	555	Relax Technology, Inc.	602	Wacom, Inc.	2064
Nada-Concepts, Inc.	533	Rentex Office Equipment, Inc.	163	Waldmann Lighting Company	531
National Association of Desktop Publishers	2108	Roland Digital Group	2118	Washington Apple Pi	2033
NEC Technologies, Inc.	1537	Salient	624	Welcom Software Technology	2069
New York MacUsers' Group	325	SAS Institute, Inc.	155	Williams & Macias, Inc.	1526
Newer Technology	560	Sayett Technology, Inc.	1932	Wolfram Research, Inc.	1332
NewGen Systems Corp.	330	Second Wave, Inc.	1318	Writing Tools Group, Inc.	454
NewLife Computer Corp.	2041	Sequel Development Corporation	1412	Xante Corp.	1706
Nolo Press	432	Serius Corp.	1824	XRS	343
Now Software, Inc.	437	Shadow Technologies	165	YARC Systems Corp.	336
NuDesign Engineering	568	Shiva Corp.	408	Zero Halliburton/EDC	323
nView Corporation	2044	SilverPlatter Information	634	Zondervan Electronic Publishing	1633
O.C.E.A.N. Microsystems, Inc.	1624	Smack-a-Mac!	422	Zoom Telephonics, Inc.	445
		Softsync/BLOC	1701		
		Software Security, Inc.	2106		

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COMPANY	BOOTH#	COMPANY	BOOTH#	COMPANY	BOOTH#
ABC TechSystems	5003	Ehman, Inc.	5133	Novell, Inc.	5604
ACIUS	5252	ENGINEERED SOFTWARE	5247	OCR Systems, Inc.	5633
Addison-Wesley Publishing Co., Inc.	5627	Ensign Systems, Inc.	5245	Odesta Corp.	5404
Advanced Computer Graphics	5655	Everex Systems (Abaton and EMAC)	5204	On Technology, Inc.	5163
AEC Software	5237	GCC Technologies, Inc.	5234	Orange Micro, Inc.	5168
AESP, Inc.	5001	Global Village Communication	5872	Panamax	5510
AG Group, The	5670	Gold Disk, Inc.	5169	Paracomp, Inc.	5758
Aldus Corp.	5458	GreenSpring Computers, Inc.	5009	Perceptics Corp.	5558
Altsys Corp.	5334	Heizer Software	5514	Peripheral Outlet	5653
Apple Computer, Inc.	5440	Hewlett-Packard	5220	Pharos Technologies, Inc.	5134
Aries Systems Corp.	5619	I/O Design	5534	PLI - Peripheral Land, Inc.	5151
Avatar Corp.	5551	Insignia Solutions, Inc.	5227	Portfolio Systems, Inc.	5613
Avery Dennison - Commercial Products Div.	5524	Iomega Corp.	5240	Presentation Technologies	5330
Baseline Publishing, Inc.	5562	James Burn/American, Inc.	5516	Prometheus Products, Inc.	5546
Berkeley Systems, Inc.	5142	Kensington Microware Limited	5565	ProVUE Development	5164
BMUG	5215	Koala Acquisitions, Inc.	5668	QMS, Inc.	5139
Bright Star Technology, Inc.	5767	Language Systems Corp.	5544	Radius, Inc.	5427
Brøderbund Software, Inc.	5214	Letraset	5261	RasterOps	5262
Byte by Byte Corporation	5864	Linotype	5862	Redgate Communications	5609
Byte Magazine/McGraw-Hill	5265	Logical Operations	5162	S.H. Pierce & Co.	5830
Caere Corp.	5152	Lotus Development Corp.	5628	Safe Technologies Corp.	5564
Casady & Greene, Inc.	5552	MacAcademy/Florida Marketing Int'l	5146	Seiko Instruments USA, Inc.	5652
CE Software, Inc.	5004	Macamerica, the Mac Div. of Merisel, Inc.	5020	Shana Corp.	5241
Cheshire Grin Productions, Ltd.	5219	MacroMind, Inc.	5112	Sharp Electronics Corp.	5804
Claris Corp.	5420	MacTemps	5662	Summagraphics Corp.	5528
CMS Enhancements, Inc.	5622	MacTutor	5520	SuperMac Technology	5338
Coda Music Software	5645	MacUser/MacWEEK	5634	SYSTAT, Inc.	5522
COMPUneering, Inc.	5538	Macworld Magazine	5304	T.I.C., Inc.	5005
Computer Associates International, Inc.	5312	Madison Line, The	5625	TACTIC Software	5059
Computer Etc. Superstore	5019	MASS Microsystems, Inc./HyperPro, Inc.	5644	TeleTypesetting Co.	5643
ComputerAid, Inc.	5824	Masters Publishing	5512	Texas Instruments	5320
Computers, Etc.	5019	MegaGraphics, Inc.	5211	Thunderware, Inc.	5065
Connectivité Corp.	5011	Micro Dynamics, Ltd.	5145	Time Arts, Inc.	5063
Connectix Corp.	5770	MicroFrontier, Inc.	5556	TIMESLIPS Corp.	5621
CPU Products	5822	MicroNet Technology, Inc.	5566	TPS Electronics	5066
Creative Solutions, Inc.	5542	Microsoft Corp.	5410	Tri-Data Systems, Inc.	5138
Curtis Manufacturing Co., Inc.	5639	Microspot	5452	Truvel, Div. of Vidar Systems Corp.	5724
Cyber Scientific, Inc.	5765	Mitsubishi International Corp.	5812	Vamp, Inc.	5665
Cypress Research Corp.	5651	ModaCAD	5858	Videomedia, Inc.	5826
Dantz Development Corp.	5503	Monster Design Group	5221	Virtus Corp.	5659
DataViz	5012	Montage Publishing, Inc.	5007	WordPerfect Corporation	5104
DeltaPoint, Inc.	5024	Multi-Ad Services, Inc.	5128	World Expo Corporation	5761
Dove Computer Corporation	5504	Mysterium Tremendum	5637		
Dr. T's Music Software	5866	National Instruments Corp.	5669		
Dynamac Computer Products, Inc.	5466	Natural Intelligence, Inc.	5663		
Dynamic Graphics, Inc.	5233	Newtek, Inc.	5157		
E.E.S. Companies, Inc.	5664	NoRad Corp.	5052		
Eastman Kodak Company	5614				

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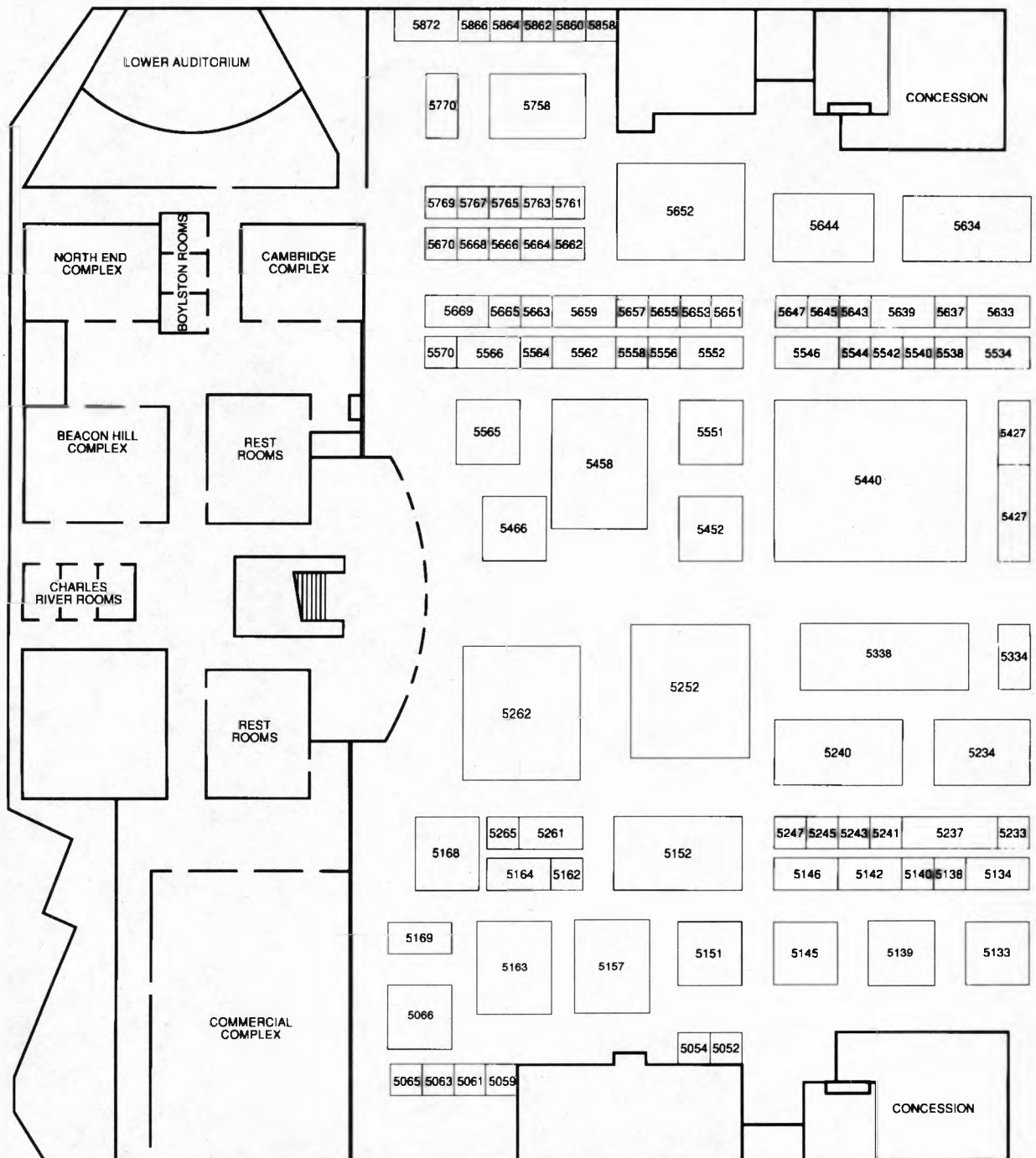


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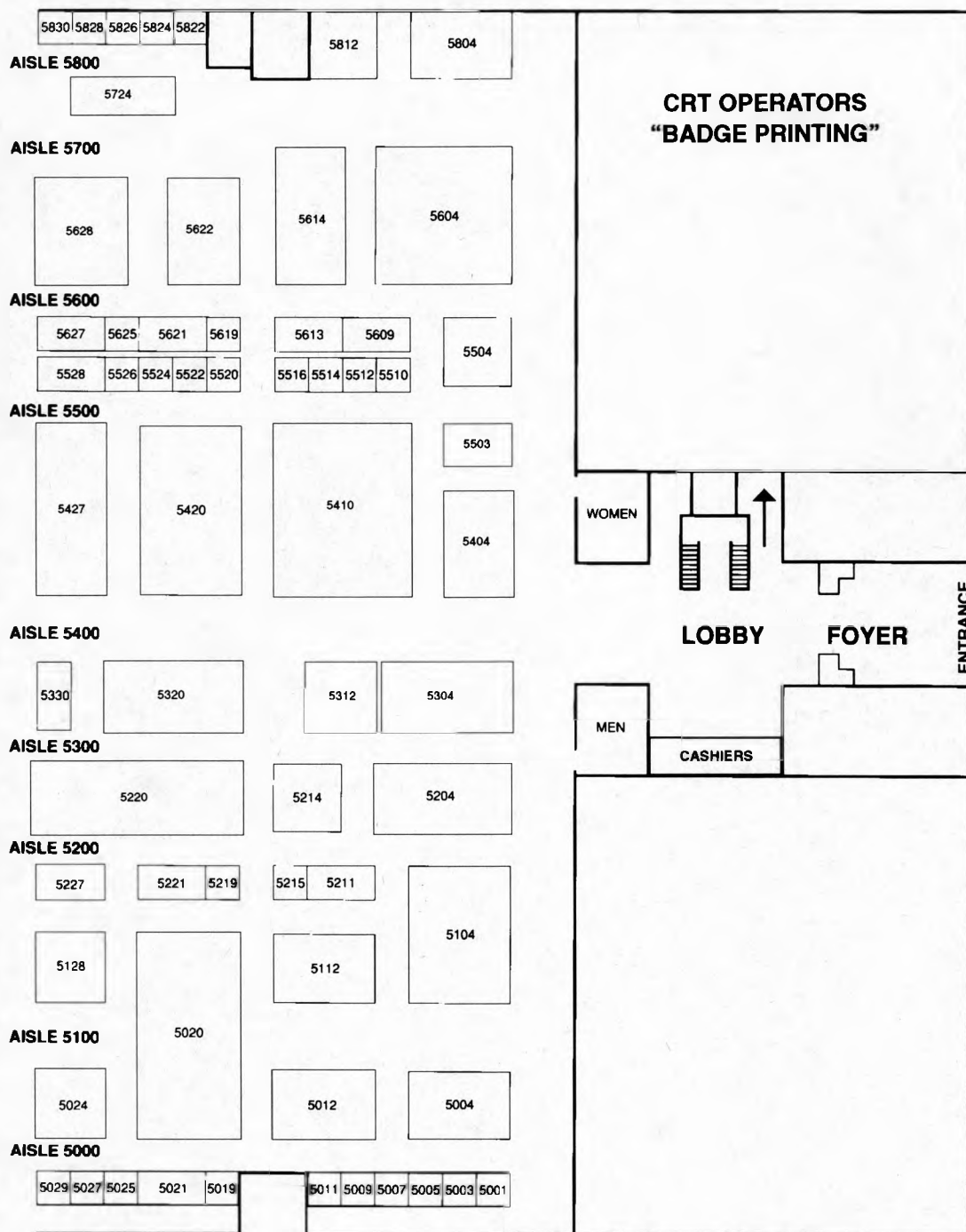
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**WORLD TRADE
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MACWORLD Expo/Boston

August 6-9, 1991

PRODUCT LIST BY CATEGORY

SOFTWARE

BUSINESS

PRODUCT	LOCATION	BOOTH
1stSCAN	BEC	370
4D LabelTools™	WTC	5664
4th DIMENSION	WTC	5252
Accountant, Inc.	BEC	1701
Accounts Payable	BEC	1400
Accounts Receivable w/Invoicing	BEC	1400
Address Book Plus 2.0	BEC	521
AEC Information Manager™	WTC	5237
Amortize Calc	BEC	1100
Animation Works	WTC	5169
Aperture Network & Resource Manager	BEC	1415
Aperture Visual Information Manager	BEC	1415
AT Protect	BEC	649
At Your Service	WTC	5767
atOnce!®	BEC	1500
Calendar Creator	BEC	521
Canvas™ 3.0	BEC	1716
Carbon Copy for the Mac 2.0	BEC	321
Cash Management w/Checkbook Reconciliation	BEC	1400
CatchWord™ Pro	BEC	1600
Character!	BEC	360
Clipables: the EPS Graphics Library	BEC	342
Connectivité 3270	WTC	5011
Credit Card DB™	WTC	5664
Credit Card Tools™	WTC	5664
DATA	BEC	1631
DeltaGraph Professional	WTC	5024
Descartes	BEC	542
DESIGN	WTC	5522
DocuComp	BEC	550
Double Helix	WTC	5404
Dynodex 2.0	WTC	5613
EAASY SABRE	BEC	1911
EAASY SABRE	BEC	2036
EasyTransfer	WTC	5005
Electronic Map Cabinet	BEC	135
Elements of Style	BEC	911
Essential	WTC	5005
Excel 3.0	BEC	308
Extend	BEC	1736
Fast Forms 2.0	BEC	521
FASTAT	WTC	5522
FastTrack Resource	WTC	5237
FastTrack Schedule™	WTC	5237
FileGuard 2.5	BEC	425
FileMaker Pro	BEC	308
Flatcat™	BEC	1806
Flexware II Accounts Payable	BEC	347
Flexware II Accounts Receivable	BEC	347

Flexware II Database Development System	BEC	347
Flexware II FlexShare™	BEC	347
Flexware II General Ledger	BEC	347
Flexware II Inventory Control	BEC	347
Flexware II Job Cost	BEC	347
Flexware II Order Processing	BEC	347
Flexware II Payroll	BEC	347
Flexware II Point of Sale	BEC	347
Flexware II Purchasing	BEC	347
Flexware II Request for Service	BEC	347
Flexware II Sales and Lead Tracking	BEC	347
Fluent Laser Fonts	WTC	5552
Footage 91	BEC	135
FrameMaker® 3.0	BEC	1322
FreeForm	WTC	5145
General Ledger w/Financial Report Generator	BEC	1400
GeoQuery	BEC	2055
Grammatik Mac 2.0	BEC	2032
Great Plains	BEC	804
Great Plains Accounting V. 6	BEC	1400
GreatWorks	BEC	716
hiBBS	WTC	5005
HyperCom	BEC	649
In/Out™	WTC	5004
Insight Expert™	BEC	1500
INSPIRATION	BEC	527
interFACE	WTC	5767
INTouch	BEC	550
Inventory	BEC	1400
InvoicIt	BEC	1419
ithink	BEC	300
JMP IN® software V2.0	BEC	155
JMP Serve™ software V2.0	BEC	155
JMP® software V2.0	BEC	155
Job Costing w/Estimating Costing & Billing	BEC	1400
KeyPlan	BEC	460
LabelTools™ for Hypercard 2.0	WTC	5664
LaserTechFonts	BEC	1530
Letter Writer Plus	BEC	521
LogIT	WTC	5522
M.Y.O.B.	BEC	2030
MaccessCard Reader	BEC	425
MacEmulate	BEC	350
MacEnvelope 5.1	BEC	369
MacEnvelope Plus	BEC	369
Macintosh System 7.0	BEC	3081
MacProject IIv2.5	WTC	5420
MacQwerty	BEC	1530
MACWEIGHT	BEC	370
MapInfo for Macintosh	BEC	337
Market Analyzer PLUS 2.0	BEC	2115
Market Manager PLUS 2.0	BEC	2115
MarketPlace Business	BEC	1907

Mathematica	BEC	1332
MathType	BEC	108
Meeting Maker	BEC	5163
Micro Dynamics MARS	WTC	5145
Micro Planner	BEC	1606
Microsoft	BEC	804
Microsoft Excel	WTC	5410
Microsoft Office	BEC	1022
Microsoft Office	WTC	5410
Microsoft PowerPoint	WTC	5410
Microsoft Word	WTC	5410
MORE	BEC	716
Multi-Port Unit™	WTC	5664
MUSE	BEC	1730
ODMS	WTC	5404
Order Entry w/Point of Sale	BEC	1400
ParaFont	BEC	108
Personal Training for Excel 3.0	BEC	308
Personal Training for FileMaker Pro	BEC	308
Personal Training for The Macintosh System 7.0	BEC	308
Personal Training for Works 2.0	BEC	308
PLANISOFT	BEC	425
PLANMaker	BEC	161
POS/OE 4 MAC™	WTC	5664
PosterWorks	WTC	5830
PosterWorks Professional	WTC	5830
POS•IM	WTC	5245
Power Search	BEC	545
PrintGuard	BEC	425
ProAnalysis	BEC	1316
PROBIT	WTC	5522
Purchase Order	BEC	1400
PuzzleMaker	BEC	1520
QuickDEX II	WTC	5552
QuickKeys 2™ 2.1	WTC	5004
QuickMail™ 2.5	WTC	5004
QuickPoll	WTC	5005
QuickTools	BEC	550
ReadRight for Macintosh	WTC	5633
Rendezvous-Plus	BEC	401
ScanReader	BEC	142
Scene Locator™	BEC	651
Send Express™	BEC	1314
Serius Business	BEC	1824
ShadowWriter™	BEC	1314
shareware & public domain software	BEC	314
shareware & public domain software	WTC	5215
Showplace/MacRenderMan	BEC	446
Spelling Coach™ Professional	BEC	1716
Super QuickDEX	WTC	5552
SuperOffice	BEC	160
SYSTAT	WTC	5522
Systems)	WTC	5404

BEC Indicates Bayside Exposition Center

WTC Indicates World Trade Center

PRODUCT LIST BY CATEGORY

T-Script	WTC	5643
T-Script Basic	WTC	5643
Tactician	BEC	2052
Teach & Test	BEC	1520
TESTAT	WTC	5522
TextPert	BEC	142
The BigThesaurus™	BEC	1716
The Link	WTC	5005
The Ten Minute Property Manager	BEC	1316
ThoughtPattern	BEC	647
Tiles™	WTC	5004
Timeslips III	WTC	5621
Timeslips III Accounting Link	WTC	5621
TouchBASE	BEC	619
TypeStyler	WTC	5214
UltraPaint™ 2.0	BEC	1716
UserLand Frontier	BEC	130
Video Toaster	WTC	5157
Webster's Ninth New Collegiate Dictionary	BEC	135
WordPerfect 2.0	WTC	5104
WordPerfect Office 3.0	WTC	5104

CAD/CAM

PRODUCT	LOCATION	BOOTH
ACADin/ACADout	BEC	1415
Alias Sketch (code name)	BEC	1906
Alias Upfont™ V2	BEC	1906
Aperture Visual Information Manager	BEC	1415
ATLAS*MapMaker	BEC	1522
CAD Special Interest Group	BEC	325
Claris CAD 2.0	WTC	5420
Compugraph	BEC	1100
DynaPerspective 2.0	BEC	1644
Electronic Map Cabinet	BEC	135
ENVISION	WTC	5858
Extend+Manufacturing	BEC	1736
Landscape Library	WTC	5247
LaserPlot	BEC	460
MacInteriors	WTC	5452
MacPlot Electrostatic	WTC	5452
MacPlot Electrostatic HPGL2	WTC	5452
MacPlot Pen Plotter Professional	WTC	5452
MacPlot Pen Plotter Standard	WTC	5452
MacPlots II	WTC	5247
MacroMind Three-D	WTC	5112
MacTOPAS	BEC	669
MapInfo for Macintosh	BEC	337
McCAD Electronic Design System	WTC	5665
ModaVISION	WTC	5858
ModelShop II	WTC	5758
PosterWorks	WTC	5830
PowerDraw 3.0	WTC	5247

PowerDraw Translator	WTC	5247
Residential Construction Library	WTC	5247
Showplace/MacRenderMan	BEC	446
StrataShapes	BEC	508
StrataTextures	BEC	508
StrataVision 3d 2.0	BEC	508
Unnamed	BEC	348

COLOR/GRAPHICS

PRODUCT	LOCATION	BOOTH
Ad-Builder General	WTC	5128
Alias Sketch (code name)	BEC	1906
Alias Upfront™ V2	BEC	1906
ATLAS*MapMaker	BEC	1522
Auto-PICT	WTC	5826
AVR 6000/CLX	BEC	547
AVR 8000/CLX	BEC	547
AVR Image Accelerator	BEC	547
Backgrounds for Multimedia	BEC	1810
BannerMania	WTC	5214
Blade™	BEC	1806
Canvas™ 3.0	BEC	1716
Cinema	BEC	669
Color MacCheese	WTC	5562
Color Room	BEC	1300
Color Studio	WTC	5261
ColorSnap 32+	BEC	360
ComputerEyes Video Digitizer	BEC	324
DeltaGraph Professional	WTC	5024
Dimensions 1	BEC	1810
Dimensions 2	BEC	1810
Dimensions 3	BEC	1810
ENVISION	WTC	5858
Exposure Pro	WTC	5562
Freedom of Press Professional	BEC	546
Full Page Images Library	BEC	1810
Graphics Special Interest Group	BEC	325
Image Creation Kit	WTC	5063
Image Studio	WTC	5261
Infini-D v1.0	BEC	706
INSPIRATION	BEC	527
JMP IN® software V2.0	BEC	155
JMP Serve™ software V2.0	BEC	155
JMP® software V2.0	BEC	155
MacPalette II	WTC	5452
MacroMind Three-D	WTC	5112
MacTOPAS	BEC	669
MacVision Color Video Digitizer w/MacVision Image Processing Software	WTC	5668
Mathematica	BEC	1332
Micro Dynamics MARS	WTC	5145
ModaVISION	WTC	5858
MUSE	BEC	1730
Natural Images 1	BEC	1810

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PRODUCT LIST BY CATEGORY

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PRODUCT LIST BY CATEGORY

Extend	BEC	1736	AVR ADF 2000	BEC	547	M-800 MAC 64	BEC	436
Fast Forms 2.0	BEC	521	AVR Image Accelerator	BEC	547	MAC ColorArtist	BEC	436
FastTrack Resource	WTC	5237	Bill Atkinsons Clip Art Stack	BEC	1100	Macintosh Edition	BEC	1536
FastTrack Schedule™	WTC	5237	Borders & Ornaments (vol. 23 digitart)	BEC	1621	MacPalette II	WTC	5452
FILE FORCE	WTC	5252	BureauMaster	BEC	913	MacPlots II	WTC	5247
FileMaker Pro	WTC	5420	Business Cartoons (vol. 22 digitart)	BEC	1621	MasterWorks Type Library (Vol. 1/2)	BEC	1000
	BEC	308	CatchWord™ Pro	BEC	1600	MathType	BEC	108
For the Record 2.0	BEC	432	Clip Art 3-D	BEC	1537	Metamorphosis Professional 2.0	WTC	5334
FreeForm	WTC	5145	Clipables: the EPS Graphics Library	BEC	342		WTC	5533
GeoQuery	BEC	2055	Darkroom (CD ROM)	BEC	1621	ModaVISION	WTC	5858
hiBBS	WTC	5005	Design Studio	WTC	5261	Multi-Ad Creator	WTC	5128
HyperCard	BEC	308	DesignCAD 2D/3D	BEC	2130	Natural Images 1	BEC	1810
HyperCom	BEC	649	DeskTop Art	WTC	5233	Natural Images 2	BEC	1810
HyperSeven	BEC	649	DeskTop Publishing	BEC	1300	Nisus 3.06, Nisus XS	BEC	1530
Image Quest	WTC	5233	Digitart Clip Art (23 vol.'s)	BEC	1621	Nu Paint	BEC	2037
INtouch	BEC	550	Dimensions 1	BEC	1810	Ocean Imagery	BEC	1300
JMP IN® software V2.0	BEC	155	Dimensions 2	BEC	1810	ODMS	WTC	5404
JMP Serve™ software V2.0	BEC	155	Dimensions 3	BEC	1810	PageMaker 4.0	BEC	301
JMP® software V2.0	BEC	155	DocuComp	BEC	550		BEC	308
LabelTools™ for Hypercard 2.0	WTC	5664	Donatelli Portfolios	BEC	1300	ParaFont	BEC	108
MapInfo for Macintosh	BEC	337	DynoPage 1.0	WTC	5613	Personal Color Scanner	BEC	1618
Micro Dynamics MARS	WTC	5145	Electronic Clipper	WTC	5233	Personal Training for FreeHand 3.0	BEC	308
MUSE	BEC	1730	Encore	BEC	151	Personal Training for PageMaker 4.0	BEC	308
ODMS (Odesta Document Management Systems)	WTC	5404	ENVISION	WTC	5858	Personal Training for Persuasion 2.0	BEC	308
OPEN PLAN/Mac	BEC	2069	EPS Exchange	WTC	5334	Personal Training for QuarkXPress 3.0	BEC	308
P.INK DataServer	BEC	460		WTC	5533	Photone Pre Press S/W	BEC	137
Panorama II	WTC	5164	Evolution	BEC	1621	PicturePress 2.0	BEC	1936
Personal Training for FileMaker Pro	BEC	308	Fabulous Fifties (vol. 21 digitart)	BEC	1621	PosterWorks	WTC	5830
Personal Training for HyperCard 2.0	BEC	308	Fast Forms 2.0	BEC	521	Potpourri 1	BEC	1810
POS/OE 4 MAC™	WTC	5664	Flatcat™	BEC	1806	PowerDraw Translator	WTC	5247
Primetime	WTC	5562	Fluent Laser Fonts	WTC	5552	Print Central	BEC	913
ReadRight for Macintosh	WTC	5633	Font Studio	WTC	5261	Prograph 2.5 (System 7 compatible)	BEC	1835
Real Estate Edge	BEC	1316	Fontek Fonts	WTC	5261	Publish It Easy	BEC	301
Remote 10-Pack	WTC	5503	Fontographer 3.3	WTC	5334	Publish It! Easy	BEC	2131
Retrospect	WTC	5503	Fontpaks	BEC	1621	Quark Style	BEC	301
Retrospect Remote	WTC	5503	FrameMaker® 3.0	BEC	1322	Quark/Aldus	BEC	1022
Scene Locator™	BEC	651	Freedom of Press	BEC	546	QuickTools	BEC	550
SuperOffice	BEC	160	Freedom of Press Light	BEC	546	RasterOps CorrectColor™ Calibrator	WTC	5262
SuperVisor 4D Dev Kit	BEC	241	Freedom of Press Professional	BEC	546	ReadRight for Macintosh	WTC	5633
Tactician	BEC	2052	FreeHand 3.0	BEC	308	Ready, Set, Go!	WTC	5261
ThoughtPattern	BEC	647	Full Color PostScript Professional Prepress	BEC	820	RIPLINK	WTC	5830
			Full Page Images Library	BEC	1810	ScanMan® Model 32	BEC	1600
			Illustrated Handbook of Desktop Publishing	BEC	135	Scanmaster 3	BEC	1618
			Image Gallery	BEC	1537	ScanReader	BEC	142
			interFACE	WTC	5767	Send Express™	BEC	1314
			International Graphics Library	BEC	1300	ShadowWriter™	BEC	1314
			Intersect CDR-36	BEC	1537	Showplace/MacRenderMan	BEC	446
			Intersect CDR-73	BEC	1537	SmartForm Series	WTC	5420
			Letra Studio	WTC	5261	Sports ROM	BEC	1300
			Letterpress (CD ROM)	BEC	1621			

DESKTOP PUBLISHING

PRODUCT	LOCATION	BOOTH
Adobe Type Manager 2.0	BEC	301
Aldus	BEC	804
Aquatic Art	BEC	1300
Art & typevendor (CD ROM)	BEC	1621
Artroom (CD ROM)	BEC	1621
ArtSource	BEC	1633
AVR 6000/CLX	BEC	547
AVR 6000/GSX	BEC	547
AVR 8000/CLX	BEC	547

BEC Indicates Bayside Exposition Center

WTC Indicates World Trade Center

PRODUCT LIST BY CATEGORY

SwimSuit ROM	BEC	1300
Systems)	WTC	5404
T-Script	WTC	5643
T-Script Basic	WTC	5643
TASTE	WTC	5024
TextPert	BEC	142
The BigThesaurus™	BEC	1716
The Macintosh Bible		
Software Disks	BEC	414
The P.O.E.M. System/ MacEmbroidery	BEC	2139
The QuarkXPress Book	BEC	2062
ThunderWorks for the Apple Scanner	WTC	5065
TopScan Plus	BEC	824
Typeface Library	BEC	1621
TypeStyler	WTC	5214
Typestyler	BEC	301
Webster's Ninth New Collegiate Dictionary	BEC	135
Wire-O® Binding Machines	WTC	5516
WordPerfect 2.0	WTC	5104
WordScan	BEC	824

EDUCATIONAL

PRODUCT	LOCATION	BOOTH
Adventures in Musicland	WTC	5866
Alge-Blaster Plus	BEC	158
Alphabet Blocks	WTC	5767
American Discovery v. 3	BEC	1312
Animation Works	WTC	5169
Aperture Visual Information Manager	BEC	1415
Artroom (CD ROM)	BEC	1621
BEAKER, Version 2.1	BEC	419
Begat	BEC	1110
Calculus: TL	BEC	419
Citiescape	WTC	5637
Class Room	BEC	1300
Clipables: the EPS Graphics Library	BEC	342
DATA	BEC	1631
Dinosaur Discovery Kit	BEC	158
DocuComp	BEC	550
Dot to Dot Construction	BEC	1100
EarthQuest	BEC	158
EDUCORP CD-ROM	BEC	1100
EDUCORP CD-ROM	BEC	1300
Elements of Style	BEC	911
Exploring Multimedia	WTC	5219
Expressionist 3.0	BEC	315
Extend	BEC	1736
FASTAT	WTC	5522
FileGuard 2.5	BEC	425
Footage 91	BEC	135
Gems of the Word	BEC	1110
Grolier's Academic American Encyclopedia	BEC	2036

HyperBible 2.0	BEC	1110
HyperCom	BEC	649
Illustrated Handbook of Desktop Publishing	BEC	135
IMAGE-CALCULUS, Version 1.4	BEC	419
Inside Information	BEC	911
INSPIRATION	BEC	527
INtouch	BEC	550
Just Grandma & Me	WTC	5214
Kid Pix	WTC	5214
KidsMath	BEC	1312
KidsTime 1.3	BEC	1312
LabVIEW 2	WTC	5669
Language Systems FORTRAN	WTC	5544
LaserTechFonts	BEC	1530
LogIT	WTC	5522
macBible	BEC	1633
MacaccessCard Reader	BEC	425
Macintosh System 7.0	BEC	308
MacPalette II	WTC	5452
MacTAG	BEC	1530
MapInfo for Macintosh	BEC	337
MAPLE, Version 4.2.1	BEC	419
Math Blaster Mystery	BEC	158
Mathematica	BEC	1332
MathType	BEC	108
Moriarty's Revenge 2.0	WTC	5637
Music Mouse	WTC	5866
New Math Blaster Plus	BEC	158
NewBytes News Network	BEC	2036
Nisus 3.06, Nisus XS	BEC	1530
NumberMaze	BEC	1312
NumberMaze Decimals & Fractions	BEC	1312
Object Logo	BSE	443
Personal Training for The Macintosh System 7.0	BEC	308
PosterWorks	WTC	5830
Practica Musica	BEC	426
PrintGuard	BEC	425
PROBIT	WTC	5522
Puzzle StoryBook	BEC	158
PuzzleMaker	BEC	1520
Random House Encyclopedia	BEC	911
ReadingMaze	BEC	1312
Scene Locator™	BEC	651
Send Express™	BEC	1314
ShadowWriter™	BEC	1314
shareware & public domain software	BEC	314
shareware & public domain software	WTC	5215
Speed Readern	BEC	158
Spell It Plus	BEC	158
Spell-A-Saurus	BEC	158
Stack Enhancers	WTC	5219
STELLA II	BEC	300
SURFACE PLOTTER	BEC	419

Swamp Gas	BEC	1513
SYSTAT	WTC	5522
Tactician	BEC	2052
Talking Tiles	WTC	5767
Teach & Test	BEC	1520
TEMATH: Tools for Exploring Mathematics	BEC	419
TESTAT	WTC	5522
The P.O.E.M. System/ MacEmbroidery	BEC	2139
Theorist 1.11	BEC	315
Video Toaster	WTC	5157
Webster's Ninth New Collegiate Dictionary	BEC	135
Wild Things	WTC	5544
Word Herd	BEC	1100
Your Personal Trainer for the SAT	BEC	158

ENGINEERING

PRODUCT	LOCATION	BOOTH
Aperture Visual Information Manager	BEC	1415
BEAM mac	WTC	5538
BEAM mac2	WTC	5538
C30 Developer	WTC	5558
Canvas™ 3.0	BEC	1716
DATA	BEC	1631
DeltaGraph Professional	WTC	5024
DESIGN	WTC	5522
DesignCAD 2D/3D	BEC	2130
Electronic Map Cabinet	BEC	135
Expanse II	BEC	1318
Expressionist 3.0	BEC	315
Extend	BEC	1736
FORTRAN Tools for AppMaker	WTC	5544
FRAME mac	WTC	5538
HiQ	BEC	636
I/O Port System™	BEC	447
JMP IN® software V2.0	BEC	155
JMP® software V2.0	BEC	155
LabVIEW 2	WTC	5669
LANDcalc	WTC	5538
LANDesign	WTC	5538
Language Systems FORTRAN	WTC	5544
LaserTechFonts	BEC	1530
MacInteriors	WTC	5452
MacPlot Electrostatic	WTC	5452
MacPlot Pen Plotter Standard	WTC	5452
MacPlots II	WTC	5247
MacShapes	WTC	5538
Mathematica	BEC	1332
MathType	BEC	108
McCAD Classic Spice	WTC	5665
McCAD EDIF	WTC	5665
McCAD EDS-1	WTC	5665
McCAD EDS-2	WTC	5665

BEC Indicates Bayside Exposition Center

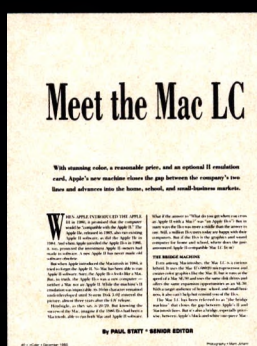
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... at school?**

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PRODUCT LIST BY CATEGORY

McCAD Gerber	WTC	5665
McCAD Gerber View	WTC	5665
McCAD Interfaces	WTC	5665
McCAD Mac Cup1	WTC	5665
McCAD PCB-1	WTC	5665
McCAD PCB-ST	WTC	5665
McCAD Schematics	WTC	5665
McCAD Schematics-DS	WTC	5665
McCAD Tracker	WTC	5665
McCAD Trail Blazer	WTC	5665
MUSE	BEC	1730
Object Logo	BEC	443
PosterWorks	WTC	5830
PowerDraw 3.0	WTC	5247
Prograph 2.5 (System 7 compatible)	BEC	1835
QUED/M	BEC	1530
Scene Locator™	BEC	651
Spyglass Format	BEC	818
Spyglass Transform 2.0	BEC	818
Spyglass View	BEC	818
Theorist 1.11	BEC	315
Wild Things	WTC	5544

ENTERTAINMENT

PRODUCT	LOCATION	BOOTH
3 in Three	BEC	1513
Air Warrior	BEC	2036
Animation Works	WTC	5169
Astrix	BEC	1416
Begat	BEC	1110
Bills Casino	BEC	1100
Blade™	BEC	1806
Bomber	BEC	1513
Broderbund	BEC	804
Citiescape	WTC	5637
ConcertWare + Music	BEC	1312
ConcertWare+	BEC	1312
ConcertWare+MIDI	BEC	1312
Crystal Quest	WTC	5552
Crystal Quest with Critter Editor	WTC	5552
Darwin's Dilemma	BEC	1513
Diablo	BEC	2135
DIGIDESIGN- Deck	BEC	168
DIGIDESIGN- Mac Proteus	BEC	168
DIGIDESIGN- Sample Cell	BEC	168
Earthquest	BEC	301
ENVISION	WTC	5858
Exotica ROM	BEC	1300
Exploring Multimedia	WTC	5219
Faces	BEC	301
Game Room	BEC	1300
Gems of the Word	BEC	1110
Gemstone III	BEC	2036
Glider	WTC	5552
Gunshy	BEC	1100
Hellcats	BEC	2135

HyperBible 2.0	BEC	1110
Inside Information	BEC	911
interFACE	WTC	5767
Kid Pix	BEC	301
Letter Drop	BEC	470
MacroMind Director 3.0	WTC	5112
Mission Starlight	WTC	5552
ModaVISION	WTC	5858
Moriarty's Revenge 2.0	WTC	5637
Mutant Beach	BEC	1513
OPCODE: Book of MIDI	BEC	168
OPCODE: EZ Starter kit	BEC	168
OPCODE: EZ Vision	BEC	168
Pax Imperius	BEC	2031
Personality	WTC	5562
PuzzleMaker	BEC	1520
Random House Encyclopedia	BEC	911
Scene Locator™	BEC	651
Science Fiction & Fantasy Round Table	BEC	2036
Sim City	BEC	301
Sky Shadow	WTC	5552
Son of Stupid Mac Tricks	WTC	5627
Songworks	BEC	426
Splash	WTC	5552
Stack Enhancers	WTC	5219
Swamp Gas	BEC	1513
Talking Moose	WTC	5562
Terpsichore	BEC	1312
Tesseract	BEC	1513
The Computer Comic	BEC	422
The Macintosh Bible		
Software Disks	BEC	414
Video Toaster	WTC	5157

LEGAL

PRODUCT	LOCATION	BOOTH
DATA	BEC	1631
DocuComp	BEC	550
Essential	WTC	5005
FileGuard 2.5	BEC	425
For the Record 2.0	BEC	432
FreeForm	WTC	5145
LANDcalc	WTC	5538
Maccess Card Reader	BEC	425
Micro Dynamics MARS	WTC	5145
PosterWorks	WTC	5830
Scene Locator™	BEC	651
TopScan Plus	BEC	824
WillMaker 4.0	BEC	432
WordScan	BEC	824

MEDICAL

PRODUCT	LOCATION	BOOTH
CANCERLIT®	WTC	5619
CARDLine	WTC	5619
ChiroMac	BEC	660

Communicator	BEC	1412
DATA	BEC	1631
DentalMac	BEC	660
Essential	WTC	5005
FileGuard 2.5	BEC	425
FreeForm	WTC	5145
JMP IN® software V2.0	BEC	155
JMP® software V2.0	BEC	155
LabVIEW 2	WTC	5669
Maccess Card Reader	BEC	425
MathType	BEC	108
Medical/Dental Special Interest Group	BEC	325
MediMac	BEC	660
Micro Dynamics MARS	WTC	5145
MRI Manual	WTC	5619
OBGLine	WTC	5619
OpticMac	BEC	660
OrthoLine	WTC	5619
PathLine™	WTC	5619
PicturePress 2.0	BEC	1936
PLANISOFT	BEC	425
PosterWorks	WTC	5830
RadLine	WTC	5619
Scene Locator™	BEC	651
Tactician	BEC	2052
TCL-Image	WTC	5558
X-Ray Scan	BEC	343

MULTIMEDIA/VIDEO

PRODUCT	LOCATION	BOOTH
Animation+	WTC	5826
At Your Service	WTC	5767
Auto-PICT	WTC	5826
Avid Media Composer	BEC	137
Avid MediaLog	BEC	137
Avid MediaMatch	BEC	137
Backgrounds for Multimedia	BEC	1810
Blade™	BEC	1806
Cinema	BEC	669
ColorSpace™ FX	WTC	5644
ColorSpace™ III	WTC	5644
ColorSpace™ Plus/SE	WTC	5644
ComputerEyes Video Digitizer	BEC	324
DQ-Animaq™	BEC	1211
EasyVideo™ 8	WTC	5644
Exploring Multimedia	WTC	5219
Film/Video Special Interest Group	BEC	325
Finale-Mac	WTC	5645
Footage 91	BEC	135
Image Creation Kit	WTC	5063
ImageNode™	BEC	1211
Infini-D v1.0	BEC	706
INSPIRATION	BEC	527
interFACE	WTC	5767

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PRODUCT LIST BY CATEGORY

LiveLink	BEC	1412
MacroMind Director 3.0	WTC	5112
MacroMind MediaMaker	WTC	5112
MacroMind Three-D	WTC	5112
MacTOPAS	BEC	669
MacVision Color Video Digitizer		
w/MacVision Image Processing		
Software	WTC	5668
MacVision Video Digitizer	WTC	5668
MusicProse-Mac	WTC	5645
Nisus 3.06, Nisus XS	BEC	1530
OASIS	WTC	5063
OnTrack/Mac	BEC	243
PACE	WTC	5826
PC-VCR	BEC	1537
PuzzleMaker	BEC	1520
QuickImage™ 24	WTC	5644
r	WTC	5668
ScanReader	BEC	142
Scene Locator™	BEC	651
Showplace/MacRenderMan	BEC	446
Software	WTC	5668
Software	WTC	5668
Stack Enhancers	WTC	5219
StrataShapes	BEC	508
StrataTextures	BEC	508
StrataVision 3d 2.0	BEC	508
SuperMICRON	WTC	5826
Teach & Test	BEC	1520
TextPert	BEC	142
TV Encoder	BEC	243
TV Producer II	BEC	360
Video Digitizing Manager	WTC	5558
Video Explorer	BEC	400
Video Toaster	WTC	5157
VideoAuthor™	WTC	5644
VideoScript™ software	BEC	1744
VideoSpigot	WTC	5338

PERSONAL BUSINESS/HOME

PRODUCT	LOCATION	BOOTH
Address Book Plus 2.0	BEC	521
America Outline	BEC	1911
BannerMania	WTC	5214
Calendar Creator	BEC	521
Canvas™ 3.0	BEC	1716
Carbon Copy for the Mac 2.0	BEC	321
CatchWord™ Pro	BEC	1600
Charles Schwab		
Brokerage Services	BEC	2036
Clipables: the EPS		
Graphics Library	BEC	342
CVC Outline Services	BEC	1911
Dow Jones New Retrieval	BEC	2036
Dynodex 2.0	WTC	5613
Easy Saver	BEC	1911

Educators Special		
Interest Group	BEC	325
Elements of Style	BEC	911
Flatcat™	BEC	1806
For the Record 2.0	BEC	432
Freelance Special		
Interest Group	BEC	325
GreatWorks	BEC	716
Inside Information	BEC	911
INSPIRATION	BEC	527
interFACE	WTC	5767
INTouch	BEC	550
Kid Pix	WTC	5214
Letter Writer Plus	BEC	521
Macintosh System 7.0	BEC	308
MacMoney	BEC	1419
MacPhoneBook 3.0	BEC	369
MacroMind MediaMaker	WTC	5112
Market Analyzer PLUS 2.0	BEC	2115
Market Charter	BEC	1419
Market Manager PLUS 2.0	BEC	2115
Microsoft Works	WTC	5410
Nisus 3.06, Nisus XS	BEC	1530
Personal Training for		
The Macintosh System 7.0	BEC	308
Publish It! Easy	BEC	2131
Random House Encyclopedia	BEC	911
Rendezvous-Plus	BEC	401
Scene Locator™	BEC	651
Send Express™	BEC	1314
ShadowWriter™	BEC	1314
shareware & public domain		
software	BEC	314
shareware & public domain		
software	WTC	5215
Spelling Coach™ Professional	BEC	1716
Stack Enhancers	WTC	5219
Sticky Notes+	BEC	1419
Tactician	BEC	2052
TASTE	WTC	5024
The BigThesaurus™	BEC	1716
The P.O.E.M. System/		
MacEmbroidery	BEC	2139
ThoughtPattern	BEC	647
To Be Announced	BEC	1844
TypeStyler	WTC	5214
UltraPaint™ 2.0	BEC	1716
Video Toaster	WTC	5157
WealthBuilder® by Money		
Magazine	BEC	544
Webster's Ninth New		
Collegiate Dictionary	BEC	135
WillMaker 4.0	BEC	432

PUBLIC DOMAIN/USER GROUPS

PRODUCT	LOCATION	BOOTH
Library Special Interest Group	BEC	325

Public Domain Software	BEC	2033
shareware & public domain		
software	WTC	5215
Shareware Software	BEC	2033
The Macintosh Bible		
Software Disks	BEC	414

SECURITY

PRODUCT	LOCATION	BOOTH
A.M.E. (Access Managed		
Environment)	WTC	5552
America Online	BEC	1911
Apple Security System	WTC	5565
AT Protect	BEC	649
Autographix Overnight		
Slide Service	BEC	2100
Citadel™ with Shredder	BEC	321
CompuServe Information		
Service	BEC	1922
CUC Online Services	BEC	1911
FileGuard 2.5	BEC	425
I/O Port System™	BEC	447
MaccessCard Reader	BEC	425
Mactivator	BEC	2106
Mactivator/M	BEC	2106
Mactivator/NET	BEC	2106
PassProof	WTC	5565
SAM (Symantec AntiVirus for		
Macintosh)	BEC	716
Safety Net	BEC	649
Virex®	BEC	321

SOFTWARE AUTHORIZING

PRODUCT	LOCATION	BOOTH
AT Protect	BEC	649
C & Pascal Special		
Interest Group	BEC	325
Communications	BEC	1824
DEFT	BEC	1108
DocuComp	BEC	550
Expanse II	BEC	1318
Extender DialogHandler	WTC	5512
HyperCard 2.1	WTC	5420
Object Logo	BEC	443
The Programmer's Extender	WTC	5512
Prograph 2.5 (7.0 Compatible)	BEC	1835
Serius Developer	BEC	1824
Serius Programmer	BEC	1824
shareware & public domain	WTC	5215
software	BEC	314
Stack Enhancers	WTC	5219
Teach & Test	BEC	1520
THINK C	BEC	716
THINK Pascal	BEC	716
THINK Reference	BEC	716

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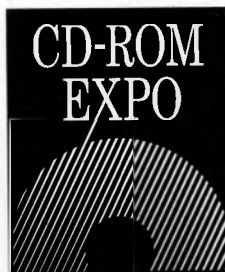
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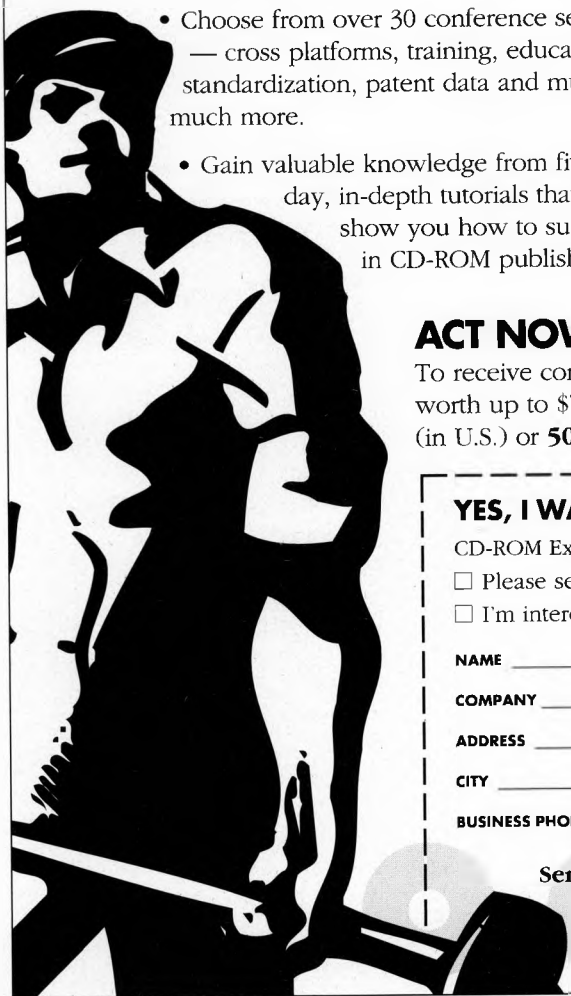
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PRODUCT LIST BY CATEGORY

VideoAuthor™ WTC 5644
XCMD BEC 1824

SPREADSHEETS

PRODUCT	LOCATION	BOOTH
1-2-3 for Macintosh	WTC	5628
4D CALC	WTC	5252
CatchWord™ Pro	BEC	1600
Claris Resolve	WTC	5420
Excel 3.0	BEC	308
Excel Special Interest Group	BEC	325
JMP IN® software V2.0	BEC	155
JMP® software V2.0	BEC	155
Lotus 1-2-3	BEC	804
Microsoft Excel	WTC	5410
One Shot Worksheet	WTC	5562
Personal Training for Excel 3.0	BEC	308
Tactician	BEC	2052
Trapeze	WTC	5024

UTILITIES

PRODUCT	LOCATION	BOOTH
1stPORT	BEC	370
AccessPC	WTC	5227
After Dark	WTC	5142
Alarming Events™	WTC	5004
AT Protect	BEC	649
At Your Service	WTC	5767
AutoSave II, vs.2.0	BEC	442
Backmatic, vs. 2.0	BEC	442
Carbon Copy for the Mac 2.0	BEC	321
Cataloger	WTC	5512
Citadel™ with Shredder	BEC	321
CMS System 7.0 Utilities	WTC	5622
Complete Undelete™	BEC	321
DiskTop™	WTC	5004
DocuComp	BEC	550
DynoPage 1.0	WTC	5613
Escape	BEC	1844
ETC Tools - HD utilities	BEC	1212
EtherPeek	WTC	5670
Evolution	BEC	1621
FileGuard 2.5	BEC	425
Flatcat™	BEC	1806
FontShare	WTC	5059
Freedom of Press	BEC	546
Freedom of Press Light	BEC	546
Freedom of Press Professional	BEC	546
GOFer	BEC	911
Grappler Spooler	WTC	5168
HandOff II	WTC	5770
Hard Disk Toolkit	BEC	428
Heap Tool	BEC	1100
HyperCard Authoring Tool	BEC	301
Icon-It!	WTC	5059
Init CDEV	BEC	1100

INIT Info	WTC	5562
INITManager	WTC	5562
INITPicker	BEC	1416
INTouch	BEC	550
Just Enough Pascal	BEC	716
LocalPeek	WTC	5670
MacEmulate	BEC	350
MacLinkPlus/PC	WTC	5012
MacLinkPlus/Translators	WTC	5012
MacLinkPlus/Wang OIS	WTC	5012
MacLinkPlus/Wang VS	WTC	5012
MacQwerty	BEC	1530
MacsBug Reference & Debugging Guide	WTC	5627
Magic Typist	WTC	5059
MasterFinder	WTC	5059
Maxima 2.0	WTC	5770
MC73	WTC	5770
Microcom 911™ Utilities	BEC	321
Mode 32	WTC	5770
Moire	BEC	1100
More After Dark (Module Pack)	WTC	5142
Multi-Ad Search	WTC	5128
Net Watchman	WTC	5670
NetPatrol Pack	WTC	5670
Network SuperVisor	BEC	241
Network SuperVisor, Jr.	BEC	241
Norton Utilities for the Macintosh	BEC	716
On Location	BEC	5163
Optima 128	WTC	5770
Optima 32	WTC	5770
ParaFont	BEC	108
POWERicons vs.1.1	BEC	442
PrintGuard	BEC	425
QuickKeys 2™ 2.1	WTC	5004
Redux	BEC	1416
Remote 10-Pack	WTC	5503
ResEdit	BEC	1100
ResEdit Complete	WTC	5627
Retrospect	WTC	5503
Retrospect Remote	WTC	5503
Rival	BEC	1416
SAM (Symantec AntiVirus for Macintosh)	BEC	716
SAM (Symantec Utilities for Macintosh)	BEC	716
ScanReader	BEC	142
Screen Gems	BEC	1416
SCSI Director 2.0	BEC	614
SCSI Probe	BEC	1100
Send Express™	BEC	1314
SerialTalk Software	BEC	1306
ShadowWriter™	BEC	1314
shareware & public domain software	BEC	314
shareware & public domain software	WTC	5215
Silverlining Software	BEC	1306

SmartScrap & The Clipper II	WTC	2060
SnapShot	BEC	1206
SoftPC 1.3	WTC	5227
SoftPC EGA/AT Option Module	WTC	5227
SoftPC for the Classic	WTC	5227
Stack Enhancers	WTC	5219
SUM (Symantec Utilities for Macintosh)	BEC	716
SuperGlue II with GlueNotes	WTC	2060
Symantec	BEC	804
T-Script	WTC	5643
T-Script Basic	WTC	5643
Tempo II Plus	BEC	642
TextPert	BEC	142
TextPert Developers Toolkit	BEC	142
The Macintosh Bible Software Disks	BEC	414
The Norton Utilities for the Macintosh	BEC	716
THINK C	BEC	716
THINK Pascal	BEC	716
THINK Reference	BEC	716
ThoughtPattern	BEC	647
Tiles™	WTC	5004
Traffic Controller	WTC	5059
TurboCache	WTC	5151
TurboWare Utilities	WTC	5151
TwiniT	BEC	1206
Video Paint	BEC	2037
Virex®	BEC	321
Virtual 3.0	WTC	5770
VU-XCMDs	BEC	649

WORD PROCESSING

PRODUCT	LOCATION	BOOTH
1stMERGE	BEC	370
4D WRITE	WTC	5252
CatchWord™ Pro	BEC	1600
Correct Grammar for IBM PCs and Compatibles	BEC	454
Correct Grammar for the Macintosh	BEC	454
Correct Grammar for Windows	BEC	454
DB/Write	BEC	1316
DocuComp	BEC	550
Expressionist 3.0	BEC	315
FrameMaker® 3.0	BEC	1322
GreatWorks	BEC	716
Hyphenator	BEC	911
INSPIRATION	BEC	527
Letter Writer Plus	BEC	521
Macintosh	BEC	419
MacWrite Pro	WTC	5420
MathType	BEC	108
Microsoft Word	WTC	5410
MindWrite	WTC	5024
Nisus 3.06, Nisus XS	BEC	1530
ParaFont	BEC	108

BEC Indicates Bayside Exposition Center

WTC Indicates World Trade Center

PRODUCT LIST BY CATEGORY

Personal Training for Word 4.0	BEC	308
ReadRight for Macintosh	WTC	5633
RightWriter	BEC	461
Spell Finder	BEC	911
Spelling Coach™ Professional	BEC	1716
TASTE	WTC	5024
The BigThesaurus™	BEC	1716
Thunder 7	WTC	5562
TopScan Plus	BEC	824
Vantage	WTC	5562
Word 4.0	BEC	308
Word Finder	BEC	911
WordPerfect 2.0	WTC	5104
WordScan	BEC	824

HARDWARE

ACCELERATORS/UPGRADE BOARDS

PRODUCT	LOCATION	BOOTH
'Old Mac' upgrades	WTC	5653
(Horizon)24	BEC	1547
Accel-A-Writer	BEC	1706
Acceler88	BEC	368
Accelerator	WTC	5566
Accelerator Cards	WTC	5133
Apex Classic	BEC	1318
Apex LC	BEC	1318
AVR Image Accelerator	BEC	547
Cache-In	BEC	338
Cache Cards	BEC	569
Cache-In 50 w/68882 - 50MHz FPU	BEC	338
ColorPage XL24	BEC	1547
ColorPage XL8	BEC	1547
Daystar Digital	BEC	1022
Disk Compression	BEC	569
E-Machines/24	BEC	1547
E-Machines/8	BEC	1547
Engine	WTC	5427
FastCache IIci	BEC	1720
Floating Point Unit	BEC	569
High Speed Link	BEC	368
LCFP	BEC	368
Mac IIci Cache cards	WTC	5653
Mac Plus 25mHz Accelerator	WTC	5653
Mac SE 25mHz Accelerator	WTC	5653
MacRageous	BEC	336
MacStation	BEC	449
MacWatt	BEC	368
MaraThon 030 Enhancements	WTC	5504
MaraThon Racer 030	WTC	5504
MaraThon® 030 Upgrades	WTC	5504
Mobius 030 Accelerator	BEC	208
Mobius Video Card/EN	BEC	208
NB-DSP230X Series	WTC	5669
NewLife Classic	BEC	2041

NewLife 1	BEC	2041
NewLife 16 Plus	BEC	2041
NewLife 16 SE	BEC	2041
NewLife 2	BEC	2041
NewLife 20 Plus	BEC	2041
NewLife 20 SE	BEC	2041
NewLife 25	BEC	2041
NewLife 33 SE	BEC	2041
NuSprinter	BEC	336
PowerCache IIci	BEC	1720
PowerCache IIsi	BEC	1720
PowerCard 030 II/IIx/IIcx	BEC	1720
Pre-Owned Electronics, Inc.	BEC	1619
QuickSCSI	WTC	5151
QuickSilver	BEC	
338Radius QuickColor Graphics Engine	WTC	5427
Radius Rocket	WTC	5427
RasterOps 8XLi	WTC	5262
SCSI PowerCard	BEC	1720
SIFP	BEC	368
SmartStore	WTC	5558
Spectrum/24 III	WTC	5338
Spectrum/24 PDQ	WTC	5338
Spectrum/8 LC & si	WTC	5338
Spectrum/8.24 PDO	WTC	5338
TokaMac CI	WTC	5538
TokaMac LC	WTC	5538
TokaMac SX	WTC	5538
Used Accelerators/Upgrade Boards	BEC	163
Xceed Cache Card	BEC	514

COLOR OUTPUT

PRODUCT	LOCATION	BOOTH
7550B	WTC	5220
CalComp ColorMaster Plus	BEC	256
CHC-445	WTC	5812
CHC-745	WTC	5812
CHC-S445 Color Dye Sub.	WTC	5812
DMP-60 DL Series	WTC	5528
DraftMaster	WTC	5220
JX-730	WTC	5804
JX-735	WTC	5804
MacPlot DMA Color Thermal	WTC	5452
MacPlot DMA Electrostatic	WTC	5452
MacroMind Three-D	WTC	5112
PaintWriter	WTC	5220
PaintWriter XL	WTC	5220
Photo CD System	WTC	5614
PosterWorks	WTC	5830
PosterWorks Professional	WTC	5830
QA-1000	WTC	5804
QMS ColorScript 100 Model 10	WTC	5139
QMS ColorScript 100 Model 10J	WTC	5139

QMS ColorScript 100 Model 30i	WTC	5139
QMS ColorScript 100 Model 30i (expanded)	WTC	5139
Radius PrecisionColor Calibrator	WTC	5427
RasterOps ImagePak Compression	WTC	5262
RasterOps QuickPak Compression	WTC	5262
TV Encoder	BEC	243

COMMUNICATION

PRODUCT	LOCATION	BOOTH
Computer Cables	WTC	5822
DataLink	BEC	360
DataLink Express w/MNP5 & Send-Fax	BEC	338
DataLink LC w/V.42	BEC	338
DataLink/Mac Portable w/MNP5 & Send-Fax	BEC	338
DataLink/Mac w/MNP5 & Send-Fax	BEC	338
DigiVideo Color	BEC	1412
DoveFax +	WTC	5504
DoveFax for the NeXT	WTC	5504
DoveFax™ Desktop	WTC	5504
EMAC 24/96	WTC	5204
Executive WristMac	BEC	1517
Fax	BEC	338
Fax Machines	BEC	515
Fax/Modems	BEC	569
FlexFAX 9624M	BEC	648
GatorCard	BEC	415
Gazel	WTC	5005
Hurdler - CPI	WTC	5542
Hurdler - SCSI	WTC	5542
Hurdler - Serial	WTC	5542
InterFax 24/96	WTC	5204
InterFax 24/96 NX	WTC	5204
LightSpeed 2400LE	BEC	360
Mac Netway Advanced 3270	WTC	5138
Mac Netway Advanced DFT	WTC	5138
Mac-to-Mac Decision Maker	BEC	162
Mac-to-Mac FileShare	BEC	162
Mac-to-Mac Net-WORKS	BEC	162
Mac-to-Mac TextPhone	BEC	162
MacMainFrame Series	WTC	5551
MacModem™ V.32	BEC	321
MacPage	BEC	1517
MAYA Modem 9600bps	BEC	1022
MD 9600	WTC	5204
Modems	BEC	569
MORE	BEC	716
Multi-Port Unit™	WTC	5664
NB-PRL	WTC	5669
Netway 3270 Gateways	WTC	5138
Planet	WTC	5005

PRODUCT LIST BY CATEGORY

Shiva	BEC	804
SupraModem 2400	BEC	600
SupraModem 2400 MNP	BEC	600
SupraModem 2400 Plus	BEC	600
SupraModem 9600	BEC	600
SyncRouter	BEC	917
SyncSatellite	BEC	917
TelePort/FAX™	WTC	5872
TelePort™	WTC	5872
Token Ring 3270	WTC	5138
WIN3270 for Netway	WTC	5138
WristMac 2.5	BEC	1517
Zoom FX9624 Fax/Modem	BEC	445
Zoom/Modem MX2400R	BEC	445
Zoom/Modem MX2400S w/Sendfax	BEC	445
Zoom/Modem V.32 Turbo	BEC	445
Zoom/Modem V.42bis	BEC	445

DISPLAY

PRODUCT	LOCATION	BOOTH
13" video boards	WTC	5653
14" Color Monitors	WTC	5133
15" B/W Monitors	WTC	5133
19" B/W Monitors	WTC	5133
19" Dual Mode Trinitron	WTC	5338
19" Grey Scale Monitors	WTC	5133
19" SuperMatch	WTC	5338
20" Color Monitors	WTC	5133
21" SuperMatch	WTC	5338
Apple Color Display	BEC	640
Apple Monochrome Display	BEC	640
Apple Two-Page Display	BEC	640
CalComp Displays	BEC	256
CM-1440/1450	WTC	5652
CM-1445	WTC	5652
CM-2050	WTC	5652
ColorPage E16	BEC	1547
ColorPage T16	BEC	1547
ColorServer II	BEC	1938
ColorServer LC	BEC	1938
ColorServer PDS/30-14	BEC	1938
ColorServer PDS/30-19	BEC	1938
ColorSpace™ FX	WTC	5644
ColorSpace™ Ili	WTC	5644
ColorSpace™ Plus/SE	WTC	5644
DATASHOW 256C Color Projection Pad	BEC	1932
DATASHOW 480 Projection Pad	BEC	1932
DisplayServer Classic	BEC	1938
DisplayServer II	BEC	1938
DisplayServer LC	BEC	1938
DisplayServer PDS/30	BEC	1938
DisplayServer Plus	BEC	1938
DisplayServer SE	BEC	1938
E-Machines T19	BEC	1547

E-Machines TX	BEC	1547
EasyVideo™ 8	WTC	5644
ELF gauss meter	WTC	5564
Lapis 17" Color Display	BEC	1938
Lapis 20" Color Display	BEC	1938
Lapis Dual Page Display	BEC	1938
Lapis Full Page Display	BEC	1938
Mac 13" radiation reduction	WTC	5564
Mac 19" radiation reduction	WTC	5564
Mac 21" radiation reduction	WTC	5564
MacCable	WTC	5221
MCD 1403 Monitor	BEC	500
MCD 1404 Monitor	BEC	500
MegaGraphics 2000 Series Display Systems	WTC	5211
MegaGraphics 3000 Series Display Systems	WTC	5211
MegaGraphics 4000 Series Display Systems	WTC	5211
MegaGraphics Greyscale Monitors	WTC	5211
MegaGraphics Monochrome Monitors	WTC	5211
MegaGraphics Trinitron Monitors	WTC	5211
Mobius One Page 030 Display	BEC	208
Mobius One Page Display	BEC	208
Mobius One Page EN Display	BEC	208
Mobius One Page Monitor	BEC	208
Mobius Two Page 030 Display	BEC	208
Mobius Two Page Display	BEC	208
Mobius Two Page EN Display	BEC	208
Mobius Two Page Monitor	BEC	208
MultiSync 3DS	BEC	1537
MultiSync 4DS	BEC	1537
PixelView I (Series II)	BEC	1830
PixelView II (Series II)	BEC	1830
Pre-Owned Electronics, Inc.	BEC	1619
ProView/24	BEC	1830
ProView/8	BEC	1830
QuickView Studio Multimedia Workstation	BEC	1547
Radius	BEC	1022
Radius 20" and 21" Color Displays	WTC	5427
RackMac	BEC	1240
Radius Color Pivot	WTC	5427
Radius Full Page Display	WTC	5427
Radius Pivot Display	WTC	5427
Radius Two Page Display	WTC	5427
Raster OPS	BEC	804
RasterOps 24XLI	WTC	5262
RasterOps 24XLTV	WTC	5262
RasterOps 8XL	WTC	5262
RasterOps 8XLI	WTC	5262
RasterOps GSXL	WTC	5262
Reduced Radiation Color	WTC	5564
Reduced Radiation monochrome	WTC	5564

SE radiation reduction	WTC	5564
Used Displays	BEC	163
Video Mac Pac	BEC	921
Video Ram	BEC	569
VLF gauss meter	WTC	5564
Xceed Color 30	BEC	514
Xceed MacroColor 30	BEC	514
Xceed MacroColor II	BEC	514
Xceed MultiRes Color II	BEC	514
Zero radiation monitor	WTC	5564

EXPANSION BOARDS

PRODUCT	LOCATION	BOOTH
Cache Cards	BEC	569
ExpanSE	BEC	1318
ExpanSE Home BaSE	BEC	1318
Expanse II	BEC	1318
Expanse II/SA	BEC	1318
Expanse II/SE30	BEC	1318
Expanse NB4	BEC	1318
Expanse NB4/SA	BEC	1318
ExpanSE/30	BEC	1318
Floating Point Unit	BEC	569
FontCard NTX	BEC	658
Hurdler Proto	WTC	5542
IndustryPacks	WTC	5009
interfaces)	WTC	5427
LC-GPIB	WTC	5669
Mac Rescue	BEC	921
Mac Rescue Video	BEC	921
MicroNet NuBus SCSI-2 Accelerator	WTC	5566
Mobius Video Card	BEC	208
Monitor)	WTC	5427
NB Series Data Acquisition	WTC	5669
NB-GPIB	WTC	5669
Pre-Owned Electronics, Inc.	BEC	1619
Quad-Serial Board	WTC	5009
Radius Direct Color/GX	WTC	5427
Radius Direct Color Series	WTC	5427
Radius QuickCAD Graphics Engine	WTC	5427
RAM PowerCard	BEC	1720
SCSI PowerCard	BEC	1720
SpringBoard	WTC	5009
SupportBoard	WTC	5009
Used Expansion Boards	BEC	163

HARD DISKS/STORAGE

PRODUCT	LOCATION	BOOTH
1.2 GB SCSI High Speed Drive	BEC	536
1.5 GB SCSI Drive	BEC	536
2-1/2" Portable Drives, 40MB - 80MB	BEC	1306
2.0 GB SCSI Drive	BEC	536
380 MB SCSI High Speed Drive	BEC	536
40MB-660MB Ext. Drives	WTC	5133

BEC Indicates Bayside Exposition Center

WTC Indicates World Trade Center

PRODUCT LIST BY CATEGORY

40MB-660MB Int. Drives	WTC	5133	hammerDisk88	BEC	428	MicroNet DAT Backup Systems	WTC	5566
45MB Removable Drives	WTC	5133	hammerTapeFMF	BEC	428	MicroNet DataShuttle System	WTC	5566
760 MB SCSI High Speed Drive	BEC	536	HD Porta-Drive	BEC	450	MicroNet RAVEN Disk Array System	WTC	5566
800K Drives	WTC	5133	Infinity 40 Turbo	WTC	5151	MicroNet Removable Cartridge System	WTC	5566
Access CD	BEC	131	Infinity 40/CD-ROM Twin	WTC	5151	MicroNet Rewritable Optical System	WTC	5566
Access CD 6/Pak	BEC	131	Infinity 88 Turbo	WTC	5151	MicroNet Tape Backup Systems	WTC	5566
Access MF/Gigabyte	BEC	131	Infinity Optical Jukebox	WTC	5151	Microtech	BEC	804
AE 3.5 Mac Drive	BEC	338	Infinity Optical Jukebox Jr.	WTC	5151	Microtech Athena Portable External Drive Series	BEC	100
AEHD 3.5 Mac Drive	BEC	338	Inside Partner	WTC	5240	Microtech CD600 CD-ROM Drive	BEC	100
Bacster Drives, 50MB - 100MB	BEC	1306	Insider	WTC	5240	Microtech Claiisic Upgrade Kits	BEC	100
Bernoulli Dual	WTC	5240	Internal Drives, 50MB - 1.6GB	BEC	1306	Microtech Europa Internal and External Drive Series	BEC	100
Bernoulli Portable	WTC	5240	JX-7000	WTC	5804	Microtech Nova Internal and External Drive Series	BEC	100
Bernoulli Transportable	WTC	5240	LaserFrame	WTC	5338	Microtech OR650 Rewritable Optical Drive	BEC	100
CD Porta-Drive	BEC	450	LaserSafe	WTC	5240	Microtech R50 Removable Cartridge Drive	BEC	100
CDA-431	BEC	620	LCSI 50-200MB Internal Hard Drive	BEC	454	Microtech Tape Backup Systems	BEC	100
CDC-431	BEC	620	M-PACKS	BEC	1106	MMT 60 & 150/M Tape Drive	BEC	454
CDR-10	BEC	1830	M1000	BEC	1830	MP105 (Q)	BEC	1830
CDS-431	BEC	620	M595	BEC	1830	MP210 (Q)	BEC	1830
Chinon CDA431 CD ROM Drive	BEC	1022	MacCable	WTC	5221	MP50 (Q)	BEC	1830
Cirrus Drives, 50MB - 200MB	BEC	1306	MacinStor 420 ZFP External	BEC	1531	MRD40 & 80 Removable Drive	BEC	454
Classic 20-100MB Internal Hard Drive	BEC	454	MacinStor 420 ZFP Internal	BEC	1531	MTD 320-1000MB Hard Drive	BEC	454
Data Cannon/Nu Bus	BEC	1531	MacinStor Externals 60MB-5.3GB	BEC	1531	NuDrive 120	BEC	568
Data Cannon/PDS	BEC	1531	MacinStor Internals 60MB-1020MB	BEC	1531	NuDrive 210	BEC	568
DataPak™ 45	WTC	5644	MacinStor 1000 Erasable Optical	BEC	1531	NuDrive 425	BEC	568
DataPak™ 88	WTC	5644	MacinStor 1000 Plus Erasable Optical	BEC	1531	Pioneer 6 Disc CD ROM Minichanger	BEC	602
DataPak™ MO	WTC	5644	MacinStor 650 Erasable Optical	BEC	1531	Pioneer Multifunction	BEC	602
Disk Compression	BEC	569	MacTAPE SCSI/4	BEC	1106	PL CD-ROM	WTC	5151
DiskTwin 2.0	BEC	1206	MacTAPE SCSI/8	BEC	1106	PL DAT Drive	WTC	5151
Drivemaker SCSI Kits	BEC	614	MacTAPE SCSI/9	BEC	1106	PL Turbo Drives	WTC	5151
ETC DataPort - single	BEC	1212	Magneto Optical Drives	WTC	5133	Platinum 600 Optical	WTC	5622
ETC DataPort - dual	BEC	1212	Magneto Optical Drives, 600MB	BEC	1306	Platinum 600 Tape	WTC	5622
ETC DataPort - tower	BEC	1212	Maxcess 40-1300	BEC	614	Platinum 88 RM	WTC	5622
ETC 20R Plus removable	BEC	1212	Maxcess 44/88R	BEC	614	Platinum CD-ROM	WTC	5622
ETC 45R removable	BEC	1212	Maxcess 600L	BEC	614	Platinum DAT	WTC	5622
ETC 88R removable	BEC	1212	Maxcess DAT	BEC	614	Platinum PD/PI 400MB	WTC	5622
ETC 52 & 105 LPS	BEC	1212	Maxcess NuSCSI	BEC	614	PocketHammer200	BEC	428
ETC 105, 170, & 210 PRO	BEC	1212	MCD-ROM650/M CD ROM	BEC	454	Portable Series Drives	BEC	1830
ETC 307 & 337	BEC	1212	MCX 20-200MB Internal Hard Drive	BEC	454	Pre-Owned Electronics, Inc.	BEC	1619
ETC 613 & 676	BEC	1212	MD 20-420MB Hard Drive	BEC	454	Relax 40 Meg. Pocket Drive	BEC	602
ETC 676 Runner 2	BEC	1212	MDAT 1300/M DAT Drive	BEC	454	Relax 80 Meg. Pocket Drive	BEC	602
ETC 1.05 gigabyte	BEC	1212	MDI 320-1000MB Internal Hard Drive	BEC	454	Relax CD ROM Vista Toshiba	BEC	602
ETC CD-6 CD ROM changer	BEC	1212	Memorybank II	BEC	532	Relax Removable Optical Drive	BEC	602
Expanse II	BEC	1318	MEOD650/M Erasable Optical Drive	BEC	454	Relax Vista 105	BEC	602
Expanse NB4	BEC	1318	Metro 88R	WTC	5204	Relax Vista 210	BEC	602
hammer1000	BEC	428	Metro CD	WTC	5204	Relax Vista 300	BEC	602
hammer1400	BEC	428	Metro DAT 2	WTC	5204	Relax Vista 52	BEC	602
hammer1400FMF	BEC	428	Metro Hard Drives	WTC	5204			
hammer300	BEC	428	Micro Dynamics MARS	WTC	5145			
hammer300FMF	BEC	428	MICRODISK External Drive	BEC	536			
hammer600	BEC	428						
hammer600FMF	BEC	428						
hammerDAT2.6G	BEC	428						
hammerDisk130	BEC	428						
hammerDisk44	BEC	428						
hammerDisk600S	BEC	428						

PRODUCT LIST BY CATEGORY

Relax Vista 600	BEC	602	Howtek PS	BEC	630	SC-7500 Color Scanner	WTC	5812
Relax Vista Mobile 42	BEC	602	I/O Port System™ Bridge	BEC	447	Scan 300/Color	WTC	5204
Removable Cartridge Drives, 44MB	BEC	1306	I/O Port System™ Digital Extender	BEC	447	Scan 300/GS	WTC	5204
RM42	BEC	1830	JX-100	WTC	5804	ScanJet	WTC	5220
RM600	BEC	1830	JX-300	WTC	5804	ScanMaker 1850S	BEC	500
RM88	BEC	1830	JX-320	WTC	5804	ScanMaker 600ZS	BEC	500
SCSI PowerCard	BEC	1720	JX-450	WTC	5804	ScanMan® Model 32	BEC	1600
SCSI-Ø Dart	BEC	560	JX-600	WTC	5804	Scanmaster 3	BEC	1618
SE 20-200MB Internal Hard Drive	BEC	454	Keyboards	WTC	5133	Scanmaster 3+	BEC	1618
Series 1300 1.3GB-5.3GB External	BEC	1531	KODAK 35mm Rapid Film Scanner	WTC	5614	Scanmaster 35 Plus	BEC	1618
SuperFloppy	WTC	5151	Leafscan 35	BEC	137	Silhouette	WTC	5204
Syquest cartridges	WTC	5653	Leafscan 45	BEC	137	Silverscanner (1200 dpi, 24 Bit Color, 256 Gray)	BEC	1306
Tape Backup Drives	WTC	5133	LightningScan 400	WTC	5065	Software	WTC	5668
Tape Drives	BEC	1306	LightningScan Compact	WTC	5065	SP 300 Laser Scanner Gun	WTC	5066
Tidalwave 650	BEC	1624	LightningScan PRO 256	WTC	5065	SpaceMouse™	WTC	5765
Trident	BEC	1624	Little Mouse	BEC	2037	Stingray Trackball	BEC	710
Tsunami Drives, 50MB - 200MB	BEC	1306	M-800 MAC 64	BEC	436	SummaSketch II	WTC	5528
TurboFloppy	WTC	5151	MAC ColorArtist	BEC	436	TextPert Developers Toolkit	BEC	142
Ultima 64	BEC	560	MacPro Plus™	BEC	543	ThunderScan Plus	WTC	5065
Ultima 64fx	BEC	560	MacVision Color Video Digitizer	WTC	5668	TrackMan®	BEC	1600
UltraDrive	WTC	5234	MacVision Color Video Digitizer w/MacVision Image Processing Software	WTC	5668	TracMouse	BEC	1636
UltraDrive 50R	WTC	5234	MacVision Video Digitizer	WTC	5668	TrakPro	BEC	543
UltraDrive S	WTC	5234	MacVision Video Digitizer w/MacVision Image Processing Software	WTC	5668	TranScribe 300	WTC	5204
Used Hard Disks	BEC	163	MaraThon Input/Output Device	WTC	5504	True Gray-Scale Hand Scanner	BEC	1636
Vista 130	BEC	1624	MC-36	WTC	5724	Turbo Mouse	WTC	5565
Voyager 88	BEC	1624	MegaGrabber	WTC	5558	TZ-3	WTC	5724
Voyager 88D	BEC	1624	Microgrid III	WTC	5528	TZ-3BWC	WTC	5724
ZFP Drives, 50MB - 400MB	BEC	1306	MicroScan	BEC	343	TZ-3X	WTC	5724
ZFP+ Drives, 600MB - 1.6GB	BEC	1306	MouseMan™	BEC	1600	UniScan 300 Series Bar Code Reader	WTC	5066
INPUT DEVICES			OmniMedia 6c	BEC	343	UniScan 500 Series Magnetic Stripe Reader	WTC	5066
PRODUCT	LOCATION	BOOTH	OmniMedia 6cx	BEC	343	UniScan 700 Series	WTC	5066
A3 Mouse	BEC	2037	OmniMedia Retrofit	BEC	343	Voice Navigator II	BEC	1710
A3 Tracball	BEC	2037	Pagebrush 256/Mac	BEC	2037	Wacom Graphics Tablet	BEC	2064
Abaton	BEC	1022	Pagebrush Color/Mac	BEC	2037	WristMac 2.5	BEC	1517
Apple Scanners	BEC	640	PC 580 Magnetic Stripe Encoder	WTC	5066	X-Ray Scan	BEC	343
AS-C105 Color Hand Scanner	BEC	1636	PC 800 3 Track Magnetic Stripe Reader	WTC	5066	MEMORY		
AVR 6000/CLX	BEC	547	Personal Color Scanner	BEC	1618	PRODUCT	LOCATION	BOOTH
AVR 6000/GSX	BEC	547	Photo CD System	WTC	5614	1 MB Portable	BEC	922
AVR 8000/CLX	BEC	547	PixelGrabber	WTC	5558	1 MB TI Printer Module	BEC	922
AVR ADF 2000	BEC	547	PixelPipeline	WTC	5558	1 Meg Simms	WTC	5133
AVR Image Accelerator	BEC	547	PixelScan	WTC	5558	1, 2, 4, and 16 meg SIMMS	WTC	5653
CalComp Digitizers	BEC	256	Pre-Owned Electronics, Inc.	BEC	1619	16MB FX SIMMs	BEC	560
CCD Scanner	WTC	5066	QuickImage™ 24	WTC	5644	16MB SI, CI SIMMs	BEC	560
Character!	BEC	360	r	WTC	5668	1MB FX	BEC	922
ColorSnap 32+	BEC	360	RasterOps Personal Slide Scanner	WTC	5262	1X8	BEC	922
ComputerEyes Video Digitizer	BEC	324	Relax 24-Bit Color Scanner PKG.	BEC	602	2 MB Portable	BEC	922
Digitizing Tablets	WTC	5652	Sayett FCS	BEC	1932	2X8	BEC	922
DigiVideo Color	BEC	1412				3 MB Portable	BEC	922
DS-3000 Color Scanner	BEC	620				4 Meg Simms	WTC	5133
DS-3000 Scanner	BEC	620				4MB FX	BEC	922
FreeForm	WTC	5145				4MB FX SIMMs	BEC	560
						4MB II, IIX SIMMs	BEC	560

BEC Indicates Bayside Exposition Center

WTC Indicates World Trade Center

PRODUCT LIST BY CATEGORY

4MB SE/30, CX, CI SIMMs	BEC	560
4X8	BEC	922
8MB FX SIMMs	BEC	560
Cache Card	BEC	922
Classic	BEC	922
DSP Memory Expansion	WTC	5669
ETC Memory Boards and SIMMS	BEC	1212
FastCache IIci	BEC	1720
Laser Printer Upgrades	BEC	569
LaserWriter IINTX	BEC	922
Laserwriter memory upgrades	WTC	5653
LC VRAM	BEC	922
Mac Classic Memory Card	BEC	560
Mac Classic upgrades	WTC	5653
Mac LC 512K Video Ram	WTC	5653
Mac Portable memory	WTC	5653
Mac Portable Memory Card	BEC	560
Mac Stretch	BEC	921
MacRAM Classic	BEC	338
MacRAM Portable	BEC	338
MacSnap™	WTC	5504
Microtech Io Memory Expansion Boards	BEC	100
Microtech Memory Expansion—SIMMS	BEC	100
Pac RAM	BEC	921
PixelStore	WTC	5558
Porta Ram LP	BEC	165
PortaRam	BEC	165
PortaRam BL	BEC	165
PortaRam BL-LP	BEC	165
PortaRam BL-Static	BEC	165
PortaRam Static	BEC	165
Pre-Owned Electronics, Inc.	BEC	1619
Printer upgrade boards	WTC	5653
RAM PowerCard	BEC	1720
SCSI-2 Dart	BEC	560
SIMMs	BEC	921
SIMMS	BEC	569
Softsteps	BEC	921
Ultima 64	BEC	560
Ultima 64fx	BEC	560
Used RAM Memory	BEC	163
Video Ram	BEC	569
Xceed 4MB SIMMs	BEC	514

MICROPROCESSOR/CPUS

PRODUCT	LOCATION	BOOTH
2001 DataDream	BEC	360
FastMath LC w/68882 -16MHz FPU	BEC	338
High Speed Link	BEC	368
LCFP	BEC	368
Mac LC 68882 math chip	WTC	5653
Mac286	WTC	5168
Mac86	WTC	5168
Macintosh	BEC	1022

Macintosh Classic	BEC	640
Macintosh IIci	BEC	640
Macintosh IIcx	BEC	640
Macintosh IIfx	BEC	640
Macintosh IIsi	BEC	640
Macintosh LC	BEC	640
Macintosh Portable	BEC	640
Macintosh SE	BEC	640
Macintosh SE/30	BEC	640
MacWatt	BEC	368
Orange386	WTC	5168
PowerCache IIci	BEC	1720
PowerCache IIsi	BEC	1720
PowerCard 030 II/Icx/IIcx	BEC	1720
Pre-Owned Electronics, Inc.	BEC	1619
RackMac 1200	WTC	5009
RackMac LC	WTC	5009
SIFP	BEC	368
SpringBoard	WTC	5009
TokaMac CI	WTC	5538
TokaMac LC	WTC	5538
TokaMac SX	WTC	5538
Used Macintosh CPUs	BEC	163
VXlpc-030	WTC	5669

NETWORKING EQUIPMENT

PRODUCT	LOCATION	BOOTH
110SE	BEC	810
370ci UPS	BEC	810
Asante	BEC	1022
Asanté	BEC	804
Asanté 10T Hub	BEC	526
Asanté 10T MAU	BEC	526
Asanté EN/SC	BEC	526
Computer Cables	BEC	1417
DigiVideo Color	BEC	1412
Ether*Route	BEC	341
Ether*Route Twisted Pair	BEC	341
Ether*Route/TCP	BEC	341
Ether*Route/TCP Twisted Pair	BEC	341
Ether+	BEC	341
Ether+ Twisted Pair	BEC	341
Ether2	BEC	341
Ether2 Twisted Pair	BEC	341
EtherDS	BEC	341
EtherDS Twisted Pair	BEC	341
FastNet III	WTC	5504
FastNet LAN 020	WTC	5504
FastNet SE	WTC	5504
FastNet SE/30	WTC	5504
FastNet TCP/IP 2.2	WTC	5504
FastNet® SCSI	WTC	5504
GatorBox CS	BEC	415
GatorMIM	BEC	415
LanWay E-10T Adapters	WTC	5138
LanWay TR 16/4 Adapters	WTC	5138

LanWay TR 16/4 PC Adapters	WTC	5138
LT 200	BEC	1720
Mac II Card	BEC	922
Mac Stretch Ethernet	BEC	921
MacCable	WTC	5221
MacCon+ Ethernet Cards	BEC	526
MacLeafnet	BEC	137
MANDRAKE	BEC	468
MaxWay 500 IPX Router	WTC	5138
MaxWay 500 Routers	WTC	5138
MicroNet DataShuttle System	WTC	5566
MultiMedia Card	BEC	922
Pre-Owned Electronics, Inc.	BEC	1619
Quadralink	BEC	338
Remote Printer Server	BEC	468
RISC RASCOL	BEC	630
SCSI-2 Dart	BEC	560
Shared Resource Controller	BEC	468
SyncRouter	BEC	917
SyncSatellite	BEC	917
WordPerfect 2.0	WTC	5104
WordPerfect Office 3.0	WTC	5104
Z-Net	WTC	5221

PRINTERS

PRODUCT	LOCATION	BOOTH
Accel-A-Writer	BEC	1706
AddressWriter	BEC	710
Apple Imagewriter	BEC	640
Apple Laserwriter	BEC	640
AppleStyle Writer Ink Refill™	BEC	646
Business Laser Printer II	WTC	5234
Business Laser Printer IIS	WTC	5234
CalComp ColorMaster Plus	BEC	256
Canon BJ 10e Ink Refill™	BEC	646
Chelgraph PPI 600	BEC	420
Colormate PS	BEC	1537
Colorocs CP4007	BEC	630
ColorPoint PS	WTC	5652
Desk Jet Ink Refill™	BEC	646
DeskWriter	WTC	5220
DeskWriter C	WTC	5220
DICONIX Color 4	WTC	5614
DICONIX M150 Plus	WTC	5614
EKTAPLUS 7016	WTC	5614
ErgoFeed 2E, 3E & 5E	BEC	2045
GCC	BEC	1022
Grappler 9 Pin	WTC	5168
Grappler LS	WTC	5168
Grappler LX	WTC	5168
Grizzly Bit	BEC	156
Hewlett Packard	BEC	804
JetTray 1500 & 250E	BEC	2045
Kodak XL 7700	WTC	5614
LabelWriter II	BEC	710

PRODUCT LIST BY CATEGORY

Laser Printer Upgrades	BEC	569
LaserJet Family	WTC	5220
LaserJet IIISi	WTC	5220
LaserMaster 800 Business Printer	BEC	1000
LaserMaster 1000 Personal Typesetter	BEC	1000
LaserMaster 1200 Personal Typesetter	BEC	1000
LaserMaster MaxWriter 400	BEC	1000
LaserScript II	WTC	5204
LaserScript LX	WTC	5204
M150 Plus	WTC	5614
MacCable	WTC	5221
microLaser PS35	WTC	5320
microLaser Turbo	WTC	5320
microLaser Turbo XL	WTC	5320
microLaser XL PS17	WTC	5320
microLaser XL PS35	WTC	5320
microLaser PS17	WTC	5320
Personal Label Printer	WTC	5524
Personal LaserPrinter II	WTC	5234
Personal LaserPrinter IIS	WTC	5234
Phaser II PXi	BEC	1338
PhaserJet PXi	BEC	1338
Photo CD System	WTC	5614
PosterWorks	WTC	5830
PosterWorks Professional	WTC	5830
Pre-Owned Electronics, Inc. Printer	BEC	1619
Printer	WTC	5614
Printware 720 IQ	BEC	420
QMS ColorScript 100 Model 10	WTC	5139
QMS ColorScript 100 Model 10J	WTC	5139
QMS ColorScript 100 Model 30i	WTC	5139
QMS ColorScript 100 Model 30i (expanded)	WTC	5139
QMS-PS 2000	WTC	5139
QMS-PS 2010	WTC	5139
QMS-PS 410	WTC	5139
Sayett TCP	BEC	1932
Seiko	BEC	804
Silentwriter 2 Model 90	BEC	1537
Silentwriter 2 Model 990	BEC	1537
Smart Label Printer Plus	WTC	5652
Texas Instruments	BEC	1022
Think Jet Ink Refill™	BEC	646
TrueLaser Printer	BEC	500
TurboPS D Series	BEC	330
TurboPS Personal Series	BEC	330
TurboPS Pro Series	BEC	330
TurboPS T Series	BEC	330
Used Printers	BEC	163
WritImpact	WTC	5234
WriteMove	WTC	5234

SLIDE MAKERS

PRODUCT	LOCATION	BOOTH
ColorFast	WTC	5234
LFR	BEC	630
LFR Plus	BEC	630
Montage™ FR1 Film Recorder	WTC	5330
SCREENStar® Film Recorder	WTC	5330

MULTIMEDIA

ANIMATION

PRODUCT	LOCATION	BOOTH
ADDMotion	BEC	1808
Animation	BEC	1824
Animation Works	WTC	5169
Animation+	WTC	5826
Auto-PICT	WTC	5826
Blade™	BEC	1806
Cinema	BEC	669
DesignCAD 2D/3D	BEC	2130
DQ-Animaq™	BEC	1211
DynaPerspective 2.0	BEC	1644
Expanse II	BEC	1318
ImageNode™	BEC	1211
Infini-D v1.0	BEC	706
interFACE	WTC	5767
ithink	BEC	300
MAC ColorArtist	BEC	436
MacroMind Director 3.0	WTC	5112
MacTOPAS	BEC	669
MicroNet RAVEN Disk Array System	WTC	5566
Multimedia Special Interest Group	BEC	325
PACE	WTC	5826
Showplace/MacRenderMan	BEC	446
STELLA II	BEC	300
StrataShapes	BEC	508
StrataTextures	BEC	508
StrataVision 3d 2.0	BEC	508
SuperMICRON	WTC	5826
TV Producer II	BEC	360
V-LAN Universal Control Network	WTC	5826
Video Explorer	BEC	400
Video Toaster	WTC	5157

GRAPHICS

PRODUCT	LOCATION	BOOTH
Amazing Paint™	WTC	5004
ArtClips	WTC	5059
ArtFonts	WTC	5059
AS-C105 Color Hand Scanner	BEC	1636
AVR 6000/GSX	BEC	547
Blade™	BEC	1806
Brochures Templates	BEC	159
Business Forms Templates	BEC	159
Business Starter Kit	BEC	159

Chelgraph PPI 600	BEC	420
Cinema	BEC	669
ColorSnap 32+	BEC	360
ComputerEyes Video Digitizer	BEC	324
Darkroom (CD ROM)	BEC	1621
DigiVideo Color	BEC	1412
Display Ads Templates	BEC	159
DrawTools	WTC	5758
DynaPerspective 2.0	BEC	1644
ENVISION	WTC	5858
Extend	BEC	1736
Famous Images CD	BEC	450
FilmMaker	WTC	5758
Flyers Templates	BEC	159
Footage 91	BEC	135
Image Creation Kit	WTC	5063
Infini-D v1.0	BEC	706
interFACE	WTC	5767
ithink	BEC	300
Leafscan 35	BEC	137
Leafscan 45	BEC	137
MAC ColorArtist	BEC	436
MacDraw Pro	WTC	5420
MacPaint	WTC	5420
MacroMind Director 3.0	WTC	5112
MacroMind Three-D	WTC	5112
MacTOPAS	BEC	669
MacVision Color Video Digitizer w/MacVision Image Processing Software	WTC	5668
MacVision Image Processing Software	WTC	5668
MacVision Video Digitizer w/MacVision Image Processing Software	WTC	5668
MapInfo for Macintosh	BEC	337
MicroNet RAVEN Disk Array System	WTC	5566
ModaVISION	WTC	5858
Montage™ FR1 Film Recorder	WTC	5330
Newsletters Templates	BEC	159
NuVista® videographics cards	BEC	1744
OASIS	WTC	5063
PACE	WTC	5826
Printware 720 IQ	BEC	420
PuzzleMaker	BEC	1520
r	WTC	5668
RasterOps 24XLi	WTC	5262
RasterOps 24XLTV	WTC	5262
Relax 24-Bit Trinitron PKG.	BEC	602
Relax 8-Bit Color PKG.	BEC	602
School Spirit Graphics	BEC	301
School Subject Graphics	BEC	301
SCREENStar® Film Recorder	WTC	5330
Showplace/MacRenderMan	BEC	446
Software	WTC	5668
STELLA II	BEC	300

BEC Indicates Bayside Exposition Center

WTC Indicates World Trade Center

PRODUCT LIST BY CATEGORY

StrataShapes	BEC	508
StrataTextures	BEC	508
StrataVision 3d 2.0	BEC	508
SuperMatch Calibrator	WTC	5338
SuperSqueeze	WTC	5338
Swivel 3D Professional	WTC	5758
SwivelArt	WTC	5758
Teach & Test	BEC	1520
True Gray-Scale Hand Scanner	BEC	1636
TZ-3	WTC	5724
TZ-3BWC	WTC	5724
Video Explorer	BEC	400
Video Toaster	WTC	5157
VideoSpigot Pro	WTC	5338
Wacom Graphics Tablet	BEC	2064
WordPerfect 2.0	WTC	5104

INTERACTIVE

PRODUCT	LOCATION	BOOTH
Alchemy	BEC	151
Amanda Stories CD-ROM	BEC	331
AudioTrax	BEC	151
Beethoven	BEC	331
CD AudioStack	BEC	331
DigiVideo Color	BEC	1412
Exotic Japan	BEC	331
Expanse NB4	BEC	1318
Extend	BEC	1736
ithink	BEC	300
Just Grandma & Me	WTC	5214
Louvre 1: Paintings	BEC	331
Louvre 3: Antiquities	BEC	331
MacroMind Director 3.0	WTC	5112
MacSpeaker MS-1	WTC	5221
Master Tracks Pro 4	BEC	151
Media Music	BEC	151
Michelangelo	BEC	331
MIDI Hits	BEC	151
Mozart: The "Dissonant"	BEC	331
National Gallery	BEC	331
OnTrack/Mac	BEC	243
PACE	WTC	5826
PC-VCR	BEC	1537
PuzzleMaker	BEC	1520
QuickView Studio	BEC	1547
RadiusTV	WTC	5427
ReelTime	WTC	5338
Regard for the Planet	BEC	331
Salamandre	BEC	331
Scene Locator™	BEC	651
Smart Remote	BEC	1932
SpaceMouse™	WTC	5765
Spaceship Warlock	BEC	1300
Stack Enhancers	WTC	5219
STELLA II	BEC	300
Stravinsky: Rite of Spring	BEC	331
Teach & Test	BEC	1520

Tempo II Plus	BEC	642
Trax	BEC	151
TV Encoder	BEC	243
TV Producer II	BEC	360
V-LAN Universal Control Network	WTC	5826
Van Gogh	BEC	331
Video Explorer	BEC	400
Video Toaster	WTC	5157
Videodisc Accessory	BEC	331
Voyager VideoStack 2.2	BEC	331

SOUND

PRODUCT	LOCATION	BOOTH
"M"	WTC	5866
ADDMotion	BEC	1808
Alchemy	BEC	151
AudioTrax	BEC	151
Beyond	WTC	5866
CDR-10	BEC	1830
DIGIDESIGN- Audio Media	BEC	168
DIGIDESIGN- Deck	BEC	168
DIGIDESIGN- Mac Proteus	BEC	168
DIGIDESIGN- Sample Cell	BEC	168
DIGIDESIGN- Sound Tools	BEC	168
DigiVideo Color	BEC	1412
Encore	BEC	151
Famous Images CD	BEC	450
Finale Special Interest Group	BEC	325
Footage 91	BEC	135
interFACE	WTC	5767
Intro+	WTC	5866
Jam Factory	WTC	5866
Mac Subwoofer	WTC	5221
MacBallade	BEC	1644
MacCable	WTC	5221
MacSpeaker MS-1	WTC	5221
Master Tracks Pro 4	BEC	151
Media Music	BEC	151
MicroNet RAVEN Disk Array System	WTC	5566
MIDI Hits	BEC	151
Music Special Interest Group	BEC	325
OPCODE- Max	BEC	168
OPCODE- MIDI Play	BEC	168
OPCODE- Studiovision	BEC	168
OPCODE- Vision	BEC	168
PACE	WTC	5826
PuzzleMaker	BEC	1520
QuickView Studio	BEC	1547
Sound Clips	WTC	5059
Sound FX	BEC	1300
Sound Machine	BEC	1300
Soundmaster	BEC	1100
Trax	BEC	151
Upbeat	WTC	5866
Voice Impact	BEC	1710

Voice Impact II	BEC	1710
Voice Record	BEC	1710
Webster's Ninth New Collegiate Dictionary	BEC	135
X-OR	WTC	5866

TRAINING

PRODUCT	LOCATION	BOOTH
Advanced HyperCard Skills	WTC	5162
DATASHOW 256C		
Color Projection Pad	BEC	1932
DATASHOW 480		
Projection Pad	BEC	1932
English Express	BEC	158
Excel 2.2 Worksheet Skills	WTC	5162
Excel 2.2: Advanced Macro Programming	WTC	5162
Excel 2.2: Database & Graphics Skills	WTC	5162
Exploring Multimedia	WTC	5219
FileMaker Pro: Introduction	WTC	5162
HyperCard 2.0: Introduction	WTC	5162
Introduction to Microsoft Works	WTC	5162
LCD Video Projectors	BEC	515
Mac & Apple II Training	BEC	2033
Macintosh Orientation: Systems 7	WTC	5162
MacroMind Director 3.0	WTC	5112
MacroMind MediaMaker	WTC	5112
MacSpeaker MS-1	WTC	5221
PageMaker 4.0 (3 levels)	WTC	5162
PageMaker Live!	BEC	159
PC-VCR	BEC	1537
Personal Training System	BEC	804
PowerPoint 2.0: Introduction	WTC	5162
PuzzleMaker	BEC	1520
Showplace/MacRenderMan	BEC	446
Smart Remote	BEC	1932
Stack Enhancers	WTC	5219
SyncSatellite	BEC	917
Teach & Test	BEC	1520
Video Explorer	BEC	400
Video Toaster	WTC	5157
Word 4.0 Skills	WTC	5162
WordPerfect 2.0: Introduction	WTC	5162

SERVICES/ACCESSORY

CD-ROM PUBLICATION

PRODUCT	LOCATION	BOOTH
Discis Books	BEC	301
MEDLINE® Knowledge Finder®	WTC	5619
Meridian Mac CD System	BEC	1022
PD-Rom II	BEC	314
PD-Rom II	WTC	5215
Soft Graphics Illustration	BEC	159

PRODUCT LIST BY CATEGORY

V-LAN Universal
Control Network WTC 5826

MACINTOSH ACCESSORY

PRODUCT	LOCATION	BOOTH
"Go ahead...Mac my day!" Poster	BEC	422
3-1/2" High Density Disks	BEC	301
520 VA Nonstop	WTC	5510
Anti-Glare Filter for Apple 12" monitor	WTC	5565
Anti-Glare Filter for Radius Pivot display	WTC	5565
Anti-static Cleaner	BEC	609
BACK-UP	BEC	533
Bags	BEC	323
Barcelona Computer Task Light	BEC	531
CableMania	BEC	360
Calisé Carrying Cases	BEC	110
Calisé Disk Wallets	BEC	110
Calisé Mouse Pads	BEC	110
Carpal Eez	BEC	149
Carrying Cases	BEC	609
	BEC	110
Cases	BEC	323
CD Coaster™	BEC	1112
Classic/Plus/SE Case	BEC	323
Classicover	WTC	5534
CoasterWare™	BEC	1112
Color Tag	WTC	5261
ColorFrames Transparencies	WTC	5524
Computer Cables	WTC	5822
Computer Covers	BEC	609
Copy Holders	WTC	5822
Cup Holder	BEC	451
Curtis Accessories	WTC	5639
Curtis Apple Security Kit	WTC	5639
Curtis Cleaning Kits	WTC	5639
Curtis Clips	WTC	5639
Curtis Custom Fit Glare Filters	WTC	5639
Curtis Disk Boxes	WTC	5639
Curtis Dust Covers	WTC	5639
Curtis Keyboard Organizer	WTC	5639
Curtis MacFeet	WTC	5639
Curtis Monitor Arms	WTC	5639
Curtis Mouse Pad Organizer	WTC	5639
Curtis MVP Mouse	WTC	5639
Curtis Surge Protectors	WTC	5639
Curtis Tilt & Swivel	WTC	5639
Curtis Took Kits	WTC	5639
Datamax	WTC	5510
DATASHOW 256C Color Projection Pad	BEC	1932
DATASHOW 480 Projection Pad	BEC	1932
Disk Archive	BEC	451

Disk Banks	WTC	5822
Disk Clock	BEC	304
Disk Storage Units	BEC	1707
Disk Wallets	BEC	1707
	BEC	149
Disk Wallets	BEC	609
	BEC	110
DiskBook Disk Carrier	BEC	1707
DiskBook-10	BEC	1707
DiskBook-32	BEC	1707
DiskBook-Plus	BEC	1707
Diskette Coaster™	BEC	1112
Diskette Letter Opener™	BEC	1112
Diskette Wallets	BEC	149
Dust Covers	WTC	5824
Dust Covers	WTC	5822
E-Shield™	BEC	2111
Fast Pad	BEC	1707
Faxmax	WTC	5510
Gender Changers	WTC	5822
Glare/Guard®	BEC	2111
Hacker™	BEC	1112
Happy Face! 13" Monitor Cover	BEC	422
Happy Face! Classic/SE Cover	BEC	422
Happy Face! H-P Printer Cover	BEC	422
Happy Face! ImageWriter II Cover	BEC	422
Happy Face! LaserWriter II Cover	BEC	422
Happy Face! Mac IIsi Cover	BEC	422
Happy Face! Mac LC Cover	BEC	422
Happy Face! Personal LaserWriter Cover	BEC	422
I/O Port System™ Bridge	BEC	447
I/O Port System™ Digital Extender	BEC	447
Ilfx Case	BEC	323
IIsi Case	BEC	323
Imagewriter Ribbons	WTC	5534
IndexMaker	WTC	5524
Insight™ Sideview Mirror	BEC	1112
KB Skins	WTC	5534
Kensington ADB Turbo Mouse	BEC	1022
Keyboard Shelf	WTC	5565
Keyboard Skins	BEC	609
Laptop Cases	WTC	5824
Laser Printer Labels	WTC	5524
LaserStand	WTC	5565
LC Case	BEC	323
Letra File	WTC	5261
Luggage	BEC	1707
Mac-Compatible Fax/ Fax Boards	BEC	515
MacBelts	BEC	1517
MacCable	WTC	5221
Maccessories A-B Box	WTC	5565

Maccessories Classic Anti-Glare Filter	WTC	5565
Maccessories SE Anti-Glare Filter	WTC	5565
Maccessories Tilt/Swivel	WTC	5565
MacFooters	WTC	5221
MacGlare/GuardPlus™	BEC	2111
MacInker	BEC	360
Macintosh Cases	BEC	323
MacLuggage	WTC	5534
MacLuggage StyleWriter	WTC	5534
MacSac Cases	WTC	5824
MacTies	BEC	1517
MacWallets	BEC	1517
MasterStand	WTC	5565
Max 2	WTC	5510
Max 4	WTC	5510
Max 6	WTC	5510
MicroSaver	WTC	5565
Milano Computer Task Light	BEC	531
Monitor Riser	BEC	451
Mouse Hand Rest	BEC	451
Mouse Pad	BEC	1707
Mouse Pad	BEC	149
Mouse Pad (customized)	BEC	1707
Mouse Pad/Inkless™	BEC	304
Mouse Pad/Turbo™	BEC	304
Mouse Padds	WTC	5534
Mouse Pads	WTC	5822
	BEC	149
Mouse Pads - Custom	BEC	609
	BEC	110
Mouse Pads With Class™	BEC	1112
Mouskette Pad™	BEC	1112
Networking Products	WTC	5822
NoRad Shield	WTC	5052
Phone Holder	BEC	451
Photo Pad™	BEC	1112
Picture Pad	BEC	1707
Portable Atta/Trans Case	BEC	323
Portable Attache Case	BEC	323
Power Backer UPS	WTC	5565
Power Tree outlet strips	WTC	5565
Pre-Owned Electronics, Inc.	BEC	1619
Printer Stand	BEC	451
Printer Stands	WTC	5822
ProfessionalPlus™	BEC	2111
RacMac 1200	WTC	5009
RoloShare	BEC	660
Sayett FCS	BEC	1932
Sayette TCP	BEC	1932
Screen Filters	WTC	5822
See-Thru Pad™	BEC	1112
Shipping Cases	BEC	323
Sideview™ Mirror	BEC	1112
Smack-a-Mac!	BEC	422

BEC Indicates Bayside Exposition Center

WTC Indicates World Trade Center

PRODUCT LIST BY CATEGORY

Smack-a-Mac! Lapel Pin	BEC	422
Smart Remote	BEC	1932
Smartmax	WTC	5510
Speed Pad®	BEC	1112
Studio Tac	WTC	5261
Supermax	WTC	5510
Surge Protectors	WTC	5822
Switch Boxes	WTC	5822
T-shirts	BEC	422
Technical Books	BEC	209
Telemax 2	WTC	5510
Telemax 4	WTC	5510
Temporary Personnel Services	WTC	5662
The Macintosh Bible	BEC	414
The Macintosh Bible		
"What Do I Do Now?" Book	BEC	414
The Macintosh Bible		
Guide to System 7	BEC	414
Toolbox Lapel Pin	BEC	422
Transport Cases	BEC	323
Traveller Disk Carrier	BEC	1707
Traveller-12	BEC	1707
Traveller-4	BEC	1707
Traveller-8	BEC	1707
Two Page Stand	BEC	451
Vantage™	BEC	2111
Vienna Computer Task Light	BEC	531
Viziflex Seels	BEC	149
Wrist Pad	BEC	609
Wrist Pad Plus™	BEC	451
Wrist Rest - 15" & 19"	BEC	304
WristMac 2.5	BEC	1517

MAIL ORDER

COMPANY	LOCATION	BOOTH
NADA-Concepts, Inc.	BEC	533
FAXBUSTERS/ U.S. Communications	BEC	515
GE Information Services	BEC	2036
Memory Plus, Inc.	BEC	569
MAYA Computer Company	BEC	1022

PRINT PUBLICATION

PRODUCT	LOCATION	BOOTH
AV Video	WTC	5007
Canned Art: Clip Art for the Macintosh	BEC	2062
Canvas 3.0: The Book	BEC	2062
Computer Currents/Boston	BEC	1518
Computer Pictures	WTC	5007
Developing Object	WTC	5627
Database 101 (with disk)	BEC	2062
Disk Catalog	BEC	314
Disk Catalog	WTC	5215
HELP! The Art of Computer Technical Support	BEC	2062

HyperTalk 2.0	BEC	314
HyperTalk 2.0	WTC	5215
inCider/A+	BEC	2053
Inside Macintosh Vol. VI	WTC	5627
Learn C on the Macintosh	WTC	5627
Learning PostScript: A Visual Approach	BEC	2062
Looking Good in Print	BEC	816
Macintosh	WTC	5627
Macintosh C Programming Primer	WTC	5627
MacsBug Reference & Debugging Guide	WTC	5627
MacStreet Journal Special Interest Group	BEC	325
MacUser	WTC	5634
MacWEEK	WTC	5634
Macworld Complete Mac Handbook	BEC	644
Macworld Guide to System 7	BEC	644
Macworld Magazine	BEC	1207
Macworld Magazine	WTC	5304
Macworld Music & Sound Bible	BEC	644
Macintosh Product Registry	WTC	5609
Newsletters from the Desktop	BEC	816
PageMaker 4: An Easy Desk Reference	BEC	2062
PageMaker Design Companion (for the Mac)	BEC	816
Planning & Managing AppleTalk Networks	WTC	5627
PostScript Language Reference Manual	WTC	5627
Presentation Design Book	BEC	816
Real World FreeHand 3	BEC	2062
ResEdit Complete	WTC	5627
Son of Stupid Mac Tricks	WTC	5627
System 7 Revealed	WTC	5627
System 7.0 book	BEC	314
System 7.0 book	WTC	5215
Technical Books	BEC	209
The Gray Book	BEC	816
The Little Mac Book, 2nd Edition	BEC	2062
The Little QuickKeys Book	BEC	2062
The Little System 7 Book	BEC	2062
The Mac is not a Typewriter	BEC	2062
The Macintosh Bible	BEC	414
The Macintosh Bible		
"What Do I Do Now?" Book	BEC	414
The Macintosh Bible		
Guide to System 7	BEC	414
The Macintosh Companion	WTC	5627
The Macintosh Font Book, 2nd Edition	BEC	2062
The Makeover Book	BEC	816
The QuarkXPress Book	BEC	2062
The System 7 Book	BEC	816

Type From the Desktop	BEC	816
TYPEStyle: Featuring Bitstream Fonts	BEC	2062
Video Systems Magazine	BEC	2101
Writing Localizable Software for the Macintosh	WTC	5627
Zen and the Art of Resource Editing	BEC	314
Zen and the Art of Resource Editing	WTC	5215

RETAILERS

COMPANY	LOCATION	BOOTH
Computer Town	BEC	804
Computers Etc. Superstore	WTC	5019
E.E.S. Companies, Inc.	WTC	5664
Ensign Systems, Inc.	WTC	5245
FAXBUSTERS/ U.S. Communications	BEC	515
Goldstein & Blair	BEC	414
Macamerica	WTC	5020
MAYA Computer Company	BEC	1022
Quantum Books	BEC	209
Rantex Office Equipment, Inc.	BEC	163

USER GROUP

NAME	LOCATION	BOOTH
Apple II Round Table	BEC	2036
Apple Macintosh Round Table	BEC	2036
Home Office/Small Business	BEC	2036
LabVIEW 2	WTC	5669
MAUG	BEC	1922
BMUG	BEC	314
BMUG	WTC	5215
Microsoft Product Support	BEC	2036
National Assc. of Desktop Pub. (NADTP)	BEC	2108
New York MacUsers' Group	BEC	325
Washington Apple Pi	BEC	2033

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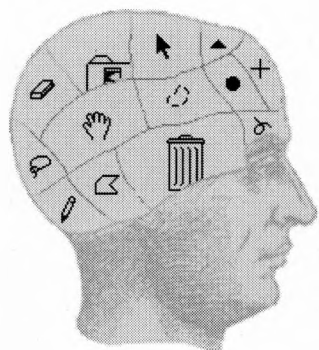
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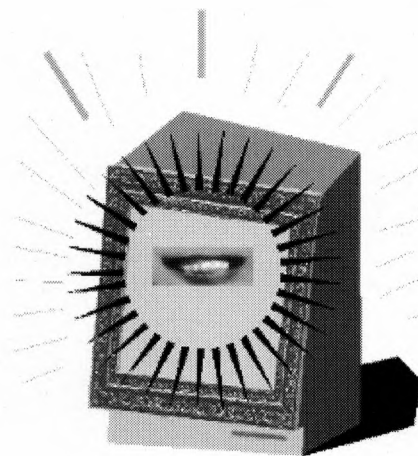
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SHUTTLE SCHEDULE	SHUTTLE HOURS
August 6, 7 & 8	
Downtown Morning Shuttle	8am-10am
Downtown Evening Shuttle	5pm-7pm
Bayside Expo/ World Trade Ctr. Shuttle	8:30am-6pm

SHUTTLE SCHEDULE	SHUTTLE HOURS
August 9	
Downtown Morning Shuttle	8am-10am
Downtown Evening Shuttle	2pm-4pm
Bayside Expo/ World Trade Ctr. Shuttle	8:30am-3pm

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4th ANNUAL



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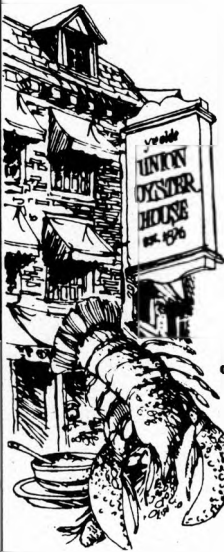


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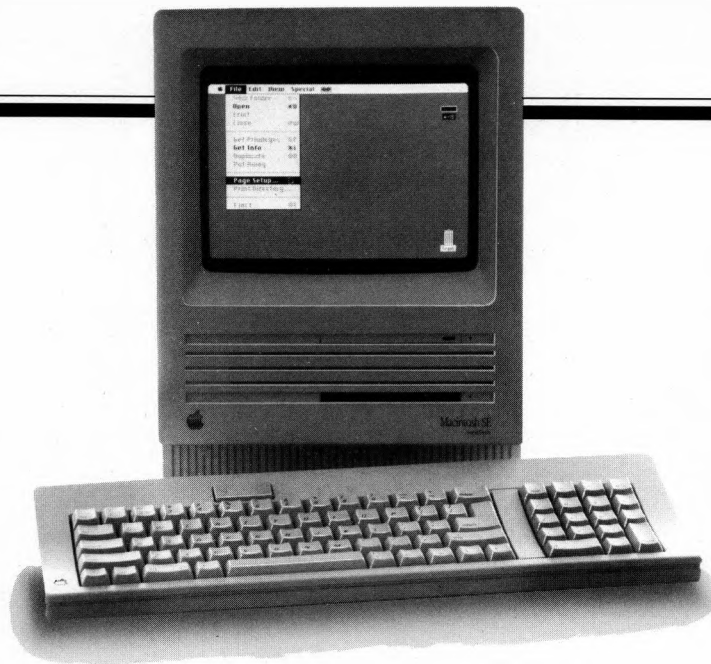
At the corner of Exeter Street and Huntington Ave., Boston
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Keep the knowledge. Recycle your badge.



After you've experienced the new world of Macintosh computing at MACWORLD Expo, help save it by dropping your badge and badgeholder in the Recycle Receptacles located in the entry foyers of the exhibit halls. If you're planning on returning, don't drop your badge in the receptacle. . . it cannot be retrieved or replaced.

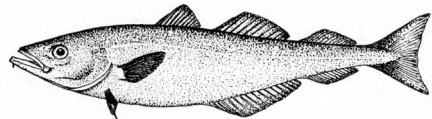
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EXPOSITION**



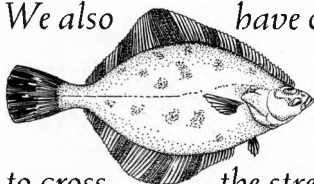
LOOKING AT MENUS ALL DAY IS BOUND TO MAKE YOU HUNGRY.



Lucky you're right next door to the freshest native scrod, salmon, steamers,
swordfish, scallops, tuna, and trout in



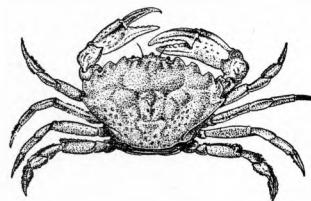
the land. Our raw bar offers fresh iced oysters, cherrystones, littlenecks and
jumbo shrimp. We also



have crisp salads, grilled steaks and lobsters so won-
derful, people

don't even have to cross

the street. Just turn

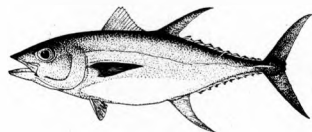


right after

you leave the World Trade Center. We're on the

next pier.

Hungry?



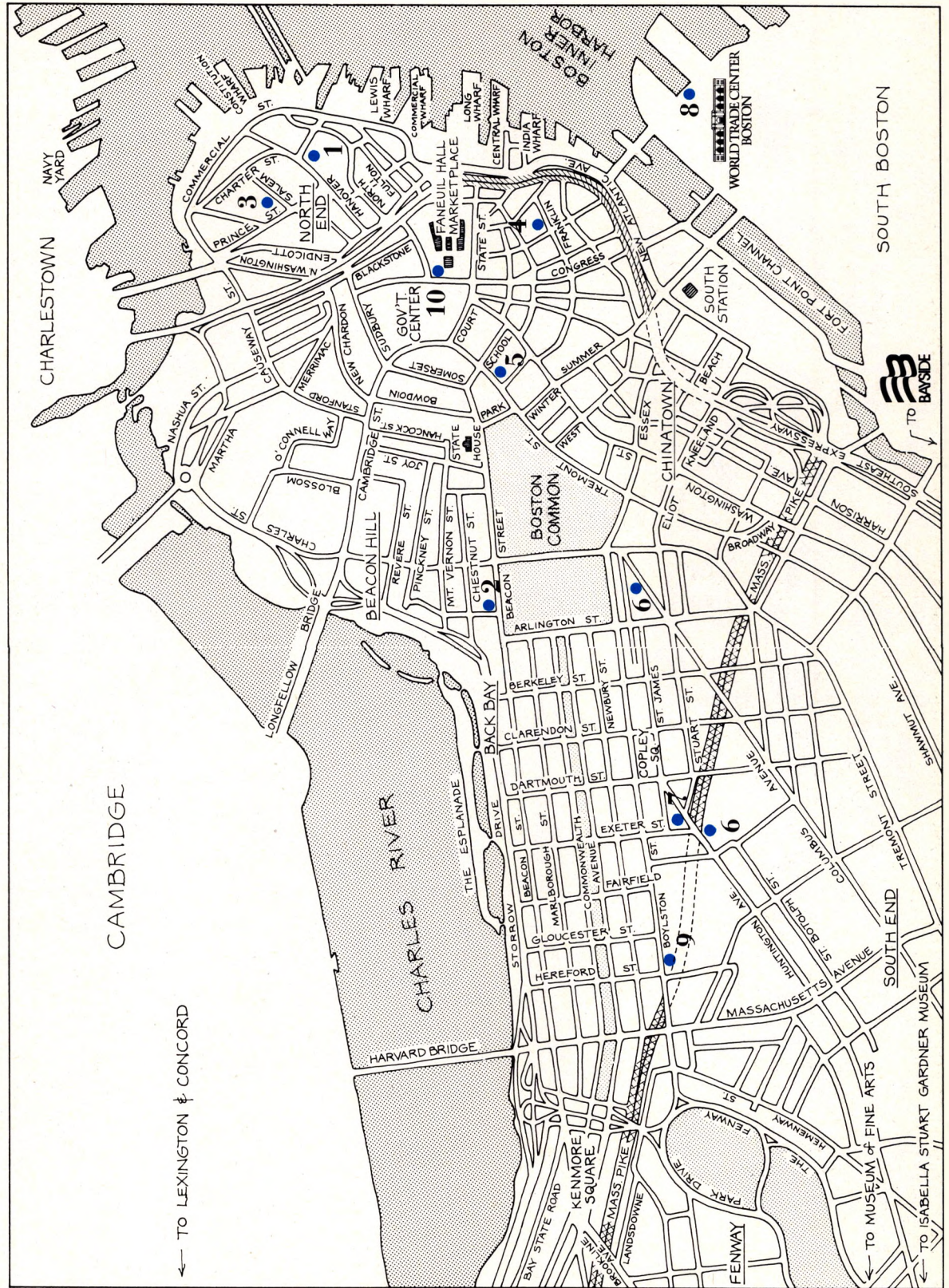
Just enter Anthony's Pier 4 and open up a menu.

Anthony's
PIER 4

140 Northern Avenue, Boston • 617-482-6262

Restaurant Key

1 — Bernardo's; 2 — Bull & Finch Pub (Cheers); 3 — Dom's; 4 — Julien/Hotel Meridien; 5 — The Last Hurrah Bar & Grill/Omni Parker House; 6 — Legal Sea Foods (two locations); 7 — The Original Sports Saloon; 8 — Anthony's Pier 4; 9 — Top of the Hub; and 10 — Union Oyster House.



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You may find it surprising that up to 60% of all cancers can be prevented. By avoiding excessive exposure to sunlight, by not smoking cigarettes, by not overeating and by following a diet high in fiber and low in fat.

The battle isn't over but we are winning.

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Anthony's Pier 4
Bernardo's Restaurant
Bull & Finch Pub
Boston City Map
Dom's Restaurant
Hotel Meridien
Legal Sea Foods, Inc.
The Original Sports Saloon
Top of the Hub
Union Oyster House, Inc.
Omni Parker House

All restaurant advertising appears on pages 132-134.

Ravenous Power!



Introducing the RAVEN Series. The First Macintosh Disk Array With 5.7 ms Average Access and 4.4 MB/sec Sustained Transfers.

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